

THE BLUE PENCIL

KELVINATOR just finished an 8-weeks Derby sales contest . . . Sales were 165 per cent over quota—and quota was set at 100 per cent over best results of any previous campaign . . . Fluid Heat oil burner sales for nine months in '33 were 57 per cent over the same period in '32 . . . Majestic shipped 51,000 radio sets in September with unfilled orders for 64,000 more . . . Crosley also reports a September 25 per cent over any September in their history . . . Grunow reports net earnings of \$20,000 for the fiscal year ending July compared to a 209,700 loss for the previous year . . . Total assets of the company amount to \$4,196,000 . . . Norge says September sales were 445 per cent over the corresponding month last year while for the past six months the increase amounts to 42 per cent . . .

Sidney D. Mahan has been appointed merchandise advertising manager for Westinghouse, according to Ralph Leavenworth, general ad mgr. . . Mr. Mahan comes from the vice-presidency of Greenleaf Co., Boston ad agency . . . F. H. Leggett is Western Electric's new treasurer . . . J. S. Tittle, vice-president and general manager of Westinghouse has been re-elected president of NEMA . . . Godfrey Strelinger, former Kelvinator branch manager, has been made sales manager of Leonard . . . He takes R. I. Petrie's old job . . . W. J. Moore, Jr., recently manager of radio sales for the GE Supply Corp in Chicago, has joined the Mitchell Specialty Co. of Philly as sales manager of the merchandise division . . . T. C. Clark, sales manager at Vancouver for the Northern Electric Co., has been appointed district manager for the company in British Columbia and Alberta . . . George W. Axmacher, B. Badrian and W. L. "Bill" Goodwin announce the formation A*G*B Associates to act as manufacturers sales agents in the New York metropolitan area . . . Offices are at 522 Fifth Avenue . . .



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Electrical Merchandising

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One Minute

Of unusual interest to washer dealers everywhere is this initial announcement by One Minute, of a new super-washer known as Model 270, equipped with an entirely NEW SELF-ADJUSTING WRINGER designed and produced in the One Minute factories. With the addition of this new De Luxe Model, One Minute now offers to dealers a complete step-up line of quality washers to sell at prices ranging from

\$49⁹⁵ TO \$89⁵⁰

(Prices Slightly Higher in Far West)

NOVEMBER, 1933

Electrical Merchandising

Established 1916

McGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,
Editor

OUTSIDE SALESMEN and the CODES

A SHARP contradiction is presented in the two codes so far approved which affect the appliance business.

The retail code which went into effect October 30, requires appliance retailers to make a drastic change in their method of paying outside salesmen. Under this code every retailer (defined as "any individual or organization engaged wholly or partially in the retail trade") must pay a weekly minimum wage to outside salesmen. The weekly minimum varies from \$12 to \$15 according to the size of the city and the basic work week on which the retailer has elected to operate.

The wage may be calculated on a commission basis—that is, it can be considered a drawing account—but the code will need interpretation to determine whether the weekly drawing account may be applied only against the current week's sales, or whether it may accumulate as a charge against sales of the month or longer.

HERE, as a part of the law of the land, is a requirement binding on utilities, dealers and wholesalers selling at retail to pay salesmen a fixed weekly amount. The old straight commission basis is out. This applies, however, only to the independent retailer and utility. Electrical appliance manufacturers selling direct to the consumer, are exempt under the NEMA code, which excepts commission salespeople from minimum wage provisions.

It would appear that any such manufacturer selling direct to consumers would be a retailer under the definition quoted above. This cannot be so interpreted however because the retail code also provides that "the term shall not include any division of retail selling—which is now or may hereafter be governed by a separate code."

In other words, this much is perfectly plain: the dealer must pay a minimum wage under the retail code; but the electrical manufacturer may operate his retail sales crews under the NEMA code (approved August 4) which provides that the minimum wage "shall be paid . . . to all other employees, except commission sales people."

ONE purpose of these codes is to establish a basis of fair competition. It is certainly not fair competition to burden the retail dealer with a weekly fixed charge for wages, whether or not they are earned on a commission basis, and to permit any competitor to operate free of such wage obligations.

It is too early to know what will be done about it. As we go to press no protest has been lodged at Washington. Something should be done and quickly. The electrical retail trade has no national organization to represent it. Therefore, action will have to be taken by one or several local associations or leagues. As the code stands today, every electrical retailer is legally bound to pay a minimum wage to his outside men.

L. E. Moffatt
EDITOR

Working Up To CHRIST



*I sent out invitations to 500 of
the best names on my list*

THE most effective way to get Christmas volume is, in my experience, through a small and informal "Electrical Show." I started very early this year, putting on such a show during the week of October 16-21, in the belief that I would have to repeat the effort in November and December. But the results from the one show have been so good that I do not think anything more than routine effort will be necessary from now on. Here are the results:

Attendance—An average daily audience of 75 women, concentrated between 2:30-4:30, sat through a 2-hour demonstration aimed particularly at refrigerator and washer business, but incidentally covering a wide range of lines.

Sales—In spite of a rigid rule that no closing effort was to be made during the run of the show, two washers and two cleaners were bought by members of the audience and two additional cleaner sales are indirectly traceable to it.

I found the
INFORMAL ELECTRICAL SHOW
provided
SALES LEADS and PUBLICITY
for the
Holiday Season

Qualified Leads—Eighteen for Kelvinators, 26 for Mix-Masters, and 12 for waffle irons. These are leads of the sort that I will personally follow up—and eventually close in the majority of cases.

General Leads—I have the name and address of every woman who attended the show and sat throughout the demonstration. There are among them a very great many who expressed no definite interest in particular appliances, as did the qualified leads, but who may prove even more profitable on personal follow up.

General Good Will Results—Good will and its effects are hard things to appraise, but, in the last days of the show, I saw women push their way through crowds, and climb over appliances, to reach me and to offer congratulations. I gather from that that I shall get a considerable amount of valuable word-of-mouth advertising.

The methods that are proving successful this year were virtually forced on me by my experience of last Christmas. For the '32 holidays I stocked a truck with every conceivable kind of good merchandise—I sell nothing but nationally known lines—put on a picked crew of salesmen, and, personally supervising the canvass myself at all lines, made the most desperate and conscientious kind of effort to get business.

I wound up more than \$700 in the red—and I certainly shouted, "Never again!"

By

William J. Ward

*Ward's Electrical Shop
Flushing, N. Y.*

As Told To Alan Streeter



We broke up the attendance into small groups for informal talks about the washers, mixers, refrigerators and so on.

NOW, for a long time I had an idea hankering in my head that the big electrical shows staged by the great utilities would be much more effective if they were not hampered by the formalities and frigidities inherent in big-corporation sponsorship. That is, I doped it out that such shows were really the small dealer's big red apple. So this year I determined to put that hankering idea to work.

I approached the refrigerator and washer manufacturers, not with the idea of having them stage the show for me, but with requests for certain related elements necessary to complete the picture that I, myself, meant to paint. The Kelvinator people came through—100%. The washer people flopped—also 100%—but we sold two washers nevertheless.

I started the ball rolling on October 12 with the insertion of small, home-prepared advertisements and publicity stories in the two local papers. Either small paid



I personally follow-up every lead developed by the show.

advertisements or publicity supplied by the papers' co-operation ran in the issues of October 12, 13, 14 and 18.

I also sent out invitations to 500 of the best names on my list of 2,000 prospects and old customers.

There was such a definite reaction to this advance work that I sensed a need for greater space than my store afforded, and I rented an empty store two doors away. I shall always be grateful for that hunch—because I certainly needed that extra store!

We carried over single items of a complete line of merchandise suitable for Christmas selling. Kelvinators were placed at the head of the store with complete equipment for the demonstrator's work. All other lines were arranged close to the two remaining walls, no two lines competing side by side, and with the various items arranged according to similar interest. The windows of both stores were placarded with announcements of "Flushing's First Electrical Show," but no effort was made to trim the window of the temporary store. A bank of seventy-odd seats was arranged in the center of the store, care being taken that plenty of room was left between the seats and the merchandise backed against the walls, so that the crowds could circulate easily in front of the merchandise.

Show Selling Minimized

LAID down the rule that the show was to aim only at acquainting the greatest possible number of women with the newest developments in electrical appliances. That and no more. There was to be no effort to sell appliances during the show. These can be no easy informality at any function that is dominated by thoughts of profit—and I was willing to stake everything to develop that easy informality which reveals needs, develops leads, and makes business possible on a wider and more friendly basis.

Working along this line, the Kelvinator demonstration showed, by practical example and the distribution of various desserts among the audience, the wide uses of refrigeration and its most recent developments. My own hostesses baked waffles and sampled them among the crowd. Coffee, made the Silex way, was supplied to the entire audience. But not a word was uttered to plug a sale and I, personally, kept in the background to avoid even the appearance of commercialism.

Discussion among the women was encouraged and provoked and, once the set Kelvinator demonstration was over, my two hostesses broke up the main body into smaller groups for informal examination and talks about the washers, mixers, cleaners, coffee-making equipment, and so on.

We got the name and address of every woman who attended the show by using the old contest idea as they entered the door and I shall personally follow up every lead developed by the show. I shall do this by telephone and by personal call, using the telephone to sound out and maintain interest, and personal calls to close deals and meet specific situations.

No Strange Salesmen

DO not believe in the use of strangers as outside salesmen at Christmas or any other time—as these strangers shape up today. If the "right man" comes along, I'll put him to work and be mighty glad to get him. But I haven't seen a "right man" for many and many a

moon. Until I do, I think my business is better off without the esteemed services of the average appliance salesman of A.D. 1933.

Strange salesmen, working on these leads, would be detrimental to me in more than one way.

First, they would lose many deals that I could close. I kept religiously out of the picture during the show, but I nevertheless had opportunities for observation that give me an overwhelming advantage over the impersonal and often disinterested approach of an outsider. Those women were *my* guests. They came at *my* invitation. They are *my* prospects—and *mine* is the prestige of proprietorship. *I* will sell them.

Second, the use of strange salesmen would result in financing and reversion factors that I seldom encounter. The average salesman is too prone to take the easiest route to a signature; too heedless of what comes with the signature. He literally makes time deals, when the customer has cash in hand.

For example, during the last four weeks I have sold eleven Kelvinators. I got cash in full on eight; only three were time deals—and one of the three the down payment was so large that I am carrying the balance myself.

Did you ever hear of a current model appliance salesman getting cash on eight out of eleven refrigerator deals?

I have likewise sold four cleaners during the past three days (October 20-23), all of them for cash at an average price of \$44.50, and with only one trade against them—a \$6 trade which I can turn at a profit. Incidentally, my trade-in ratio on cleaners, over a long period, is this same 25%. I almost invariably get cash for small appliances, but, when I cannot, I seldom have trouble in getting one-third down and the balance in two monthly payments.

My territory is not unusually well-to-do. The results I get are, I believe, in the attitude of the seller rather than in the purse of the buyer. So I shall only use salesmen in my Christmas efforts as I can find men who are capable of developing that attitude.

I am thoroughly satisfied with the pre-Christmas "Show" as a means of stimulating holiday trade and, both because it is paying and because my audiences have requested me to repeat it, I shall undoubtedly make such shows a permanent feature among my sales tactics. This year's show might have been better. Next year's *will* be better.

Next Year— Manufacturer Cooperation

THE one big factor that I will watch closely next time is the angle of manufacturer cooperation. This year I got a break from my refrigerator connection. But the washer outfits fell down miserably, after promising support, and many of the makers of lesser lines were satisfied to make their most earnest contributions after it was all over—"we never thought you'd put it over like that!"

The need is for manufacturers to contribute help that will dovetail into a larger plan. When I break a spring on my truck I do not look to the car's maker to supply me with a new truck. Nor when I run short of a single part in a Christmas campaign do I look for a whole campaign. We have too many manufacturers, I think, who are ready to stage a whole show, but who are unwilling or unable to play a part in it.



How to Build this XMAS

By I. L. Cochrane

ACTION WINDOW

SUIT your cut-out lettering to any refrigerator (or any appliance with trailer load to match) and you will have the Dave Congress Christmas display that stopped nine people out of ten in a showing by the Queensboro Gas & Electric Co., at Far Rockaway, N. Y.

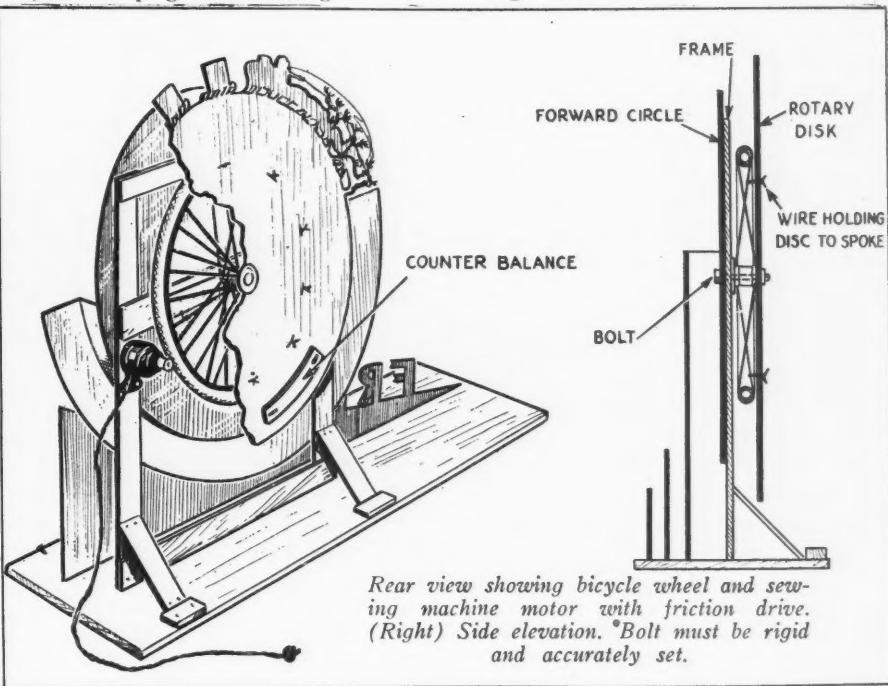
Santa Claus, reindeers, sled and trailers in black silhouette scurry around the luminous half circle about once every four seconds. Donder and Blitzen Snap and Action! A white background and ceiling lights suffice to secure contrast in the moving segment. Inner center circle is painted to simulate a recess, while outer half circle is recessed about 6 inches. The two sign holders are set out to nearly equal depth of refrigerator. Color scheme—use your own judgment. Candle is cut out with painted glow tints behind it.

This display stood six feet high and was operated by a 1,800 r.p.m. motor and reduction gear at a 75:1 ratio. However, if that kind of an outfit is not at hand, a bicycle wheel and tire run by a universal sewing-machine motor friction contact will serve very well. A second-hand wheel may be picked up at almost any bicycle repair shop. If the speed is too great permanently set a sewing-machine rheostat to suit, or put a lamp in series.

Build the base and upright rectangular supporting frame of lumber rigidly braced. Center cross strip holds shaft

which must be set true to avoid wobble. The revolving disc with its cut-out top is wired to the spokes. Paint white an inch under the silhouette and cut out the remainder of the edge the same depth to keep edge between silhouette front and rear invisible. The white background attach to projecting blocks or separate uprights. Sewing-machine

motors vary so you will have to rig up a support to suit. Counter balance on moving disc, to balance cut-out and irregularities, is important in order to insure smooth running. Soft, concealed lighting may be placed behind the two forward layers. Note modernistic Christmas tree cut-outs at bottom of refrigerator.



Please Help the

By Frank B. Rae, Jr.

THE poodle and the tin cup are insignia of misfortune.

At least, that's what we sympathetically think. More likely they are the insignia of ignorance.

For while the blind beggar *may* have lost his sight in a premature blast of dynamite, the chances are many thousands to one that he was pushed along the road to permanent darkness by light.

Most of us are partly blind—half of us, anyway. We lotion the cruel truth by referring to this semi-blindness as "impaired vision," we accept it with the fatalistic God's-will-be-done resignation of our pious grandparents, and we comfort ourselves with the obvious and pitiful fact that everywhere are folk worse off than we. In short, we adopt the technique of the ostrich instead of acknowledging what's wrong and doing something about it.

What's wrong—to a very considerable extent—is *light*.

I don't have to state this to electrical people, of course. All of us in this business have read and been shocked by the revelations of Luckiesh. We have said, "My God!—this is terrible!" And then what?

Why, we've gone right on selling eye-strain, exactly as bootleggers, knowing their stuff to be poisonous, go right on selling poison.

Those of you who have not forgotten all the Biblical lore you learned in Sunday school will recall that Cain, after he had lethally lammed Abel on the bean, innocently inquired, "Am I my brother's keeper?" To a very serious degree we in the lighting business are a bunch of illumination Cains. We soak our customers in the eye with sight-impairing merchandise and then try to quibble ourselves out of the consequences. We aver, with crossed fingers, that it's a tarnation shame but that as practical business men we really can't do anything about it.

Well, we can.

Moreover, something is being done about it in several hundred cities around the country today.

What's being done is the forming of permanent organizations in the lighting trade which are pledged to do two things:

One is to educate the public in the correct use of light.

The second is to make more money.

This last ought to appeal to all of us, whether or not we admit that we are our brother's sight-keeper.

* * *

THE work of these organizations is based upon two things—the facts which Luckiesh of Nela developed

into his so-called "science of seeing," and the Weston sightmeter which visualizes these facts in a way to be understood by the simple-minded.

The fundamentals of Luckiesh's stuff have been more or less appreciated by lighting men for a long time, but until the electric eye of the sightmeter was pried open to visualize them for us and for our public, we didn't seem able to think of any very practical method of correcting a state of affairs which we knew was wholly deplorable from both business and ethical standpoints.

Now we can.

* * *

THE organizations being formed 'round the country to promote the "Better Light-Better Sight" idea, and reap a profit from it—don't forget that—are founded upon light-selling field tests which have been conducted for a year or more. These field tests proved that you can sell lighting merchandise and additional kilowatts in volume when you show folk why they need them. The way to show folk why they need better light for better sight is to utilize the Luckiesh data as sales talk and clinch the visible truths with the sightmeter (Parenthetically, I may say that I am not being paid to peddle sightmeters.)

The procedure is simple. The utility takes hold of the heavy end of the stick, as is right and proper, and organizes home lighting and commercial lighting crews to show householders, merchants and industrialists not only what's wrong with their present lighting but—and this is the nubbin of the "new approach"—to show them what the recommended improvement means in terms of eye sight conservation. Experience proves that these educational crews pay their way, with a handsome profit, in increased lighting load; further, that they sell as much lighting merchandise, in dollars, as the estimated first year's lighting revenue.

Next, the contractors line up to give the customers more and better light instead of less and cheaper wiring. Finally, the dealers in lighting merchandise—the fixture people, the department stores, the furniture stores, the electric shops, even the chain stores, and the 'round-the-corner lamp retailers—swing into action by gradually cleaning out old stocks of sight-destroying lighting junk and re-stocking with merchandise which accords with the new science of seeing.

Obviously, this is a community job. No single unit in the local lighting business could get anywhere with this program alone. But organized, they can very profitably "go places and do things."

And are.



GALLOWAY

THE present movement, crystallized into practicality by the Edison Electric Institute's 1933 lighting drive, has spectacularly proven that it is easy and very profitable to inoculate the public with the lighting yen. It has proven that you can sell new portables and shades and fixtures to four women out of five when you

BLIND

demonstrate how and why her old equipment and her use of that equipment jeopardize her child's eyesight. You can sell new window lighting and store lighting and counter lighting to four merchants out of five when you demonstrate how and why the old junk is costing plenty money in terms of lost sales, slow sales, errors in change-making, sloppy service by eye-strained clerks and indecision by would-be customers who cannot see the goods easily. It has proven to the managements of industries, to street lighting authorities, to architects, to office building operators, to promoters of amusement enterprises, and to good, old Mr. John Robinson Public who runs anything from a livery stable to a flying school, that light is something to see by as well as to pay for. We have proven these truths, I say, with the sightmeter. The next question is, how are we going to cash in on these truths which the public so readily accepts?

Not by any spasmodic one- or two-months "campaign." The job is everlasting, like the baby buggy business.

(I once knew an old coot who refused to invest in a perambulator factory because, he said, by the time the plant got into production and its goods reached the market, the babies "would all be growed up and they wouldn't need any baby buggies.")

The lighting business, like the baby buggy business, has a biological basis. The kids who took part in the famous and very successful home lighting contest of 1924 are now grown up and have kids of their own. My very good friend, Jim Davidson, who headed up that ancient activity, still proudly (and properly) boasts of the accomplishment. Well, I can boast of having shoveled 1924 snow off my front sidewalk, but how about next winter's snow?

Permanence of organization is the only solution to the problem of lighting sales—and by lighting sales I mean sales of equipment as well as kilowatt-hours.

If the industry lets this 1933 E. E. I. Lighting Activity go into history as a spectacular two-months stunt it will be just too bad.

If we make it go into the record as the beginning of a permanent, day-by-day, 12-months-in-the-year routine, it will be almost too good to be true.

Hayes'

- 1... Quality Merchandising
- 2... Advertising
- 3... Outside Selling
- 4... Satisfied Salesmen
- 5... Expense & Operating Cost Data
- 6... Good Store Location and Display
7. . The Use of Shows

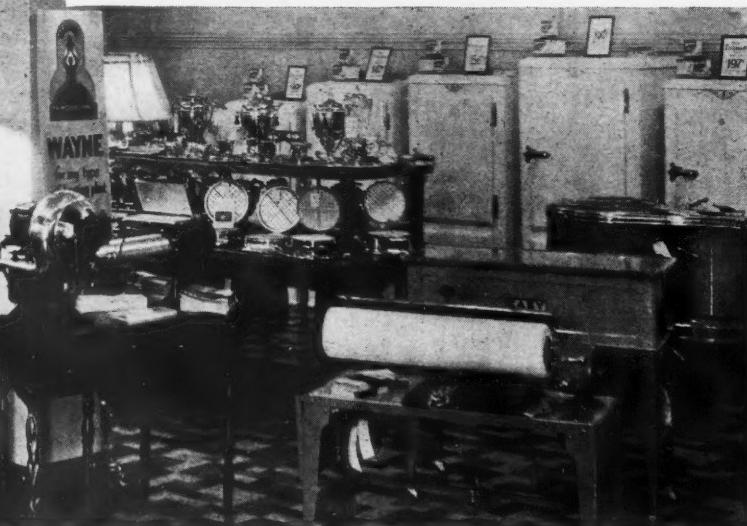


Rules

.... Built a \$250,000



GORDON HAYES was in when I called. He's always in. It wasn't just the fact that he had recently moved into his big new store at the corner of Fourth and Fulton Streets in Troy, N. Y. One of the reasons for the new store, as a matter of fact, was his habit of being eternally on the job at the old one. And he was there quite a time, too. Eighteen years to be exact. Eighteen years in the appliance business. And before that in the utility business. And before that in the iron foundry business, where he got his first look-in at the great domestic market that was to come by manufacturing gas stoves and water heaters and other such things.





Left: Gordon Hayes windows are his best salesmen. Brilliantly lighted, they are a constant advertisement of the appliances.

Below: An opposite view of the new store from the one shown on the lower left. Note the open display tables, open-backed windows and plain price tags. The view lower left shows the balcony where lighting fixtures, radio and portable lamps are sold.

By
Laurence
Wray



BUSINESS

And as the occasion of his moving in the new place brought out one of the most impressive splurges of appliance advertising under a dealer's name that this writer has yet to see, it was not unnatural that I should drop in to talk things over. And yet you almost know what to expect. It isn't accident or the warming smiles of Lady Luck that put a man at the head of a going and successful business after twenty years devoted to it. There's Laube in Rochester, for instance, and Russell Morrison in Easton, Pa., and Walter Blau in Middletown, Conn., and Ed Pearson in Brockton, Mass. They all started about the same time. They all went through the same cycles. They have all seen the house-wiring



One of the Hayes' demonstration booths at a recent house furnishings show in Troy. The light house in the rear stood for Gordon L. Hayes "wife-saving station."

Left: One of the cooking schools conducted by the Hayes organization. Few dealers can draw such crowds.

stages, the washer days, the rise of the cleaner, the boom days of radio, the advent of refrigeration, the slow development of the oil burner. They are all looking tomorrow to air conditioning—to all the other new applications of electricity in the home—which they will be in on the ground floor to pioneer, to promote, to sell, to service. And none of them put all their eggs in one basket. They are still selling washers and ironers and cleaners and refrigerators and will be for the next twenty years. Because this business does not die. It is eternally re-created.

Gordon L. Hayes is a success. No doubt about that. A volume of business in the past ten years that has ranged from \$200,000 a year to a quarter of a million. And so we ask ourselves, as we have done time and again in the past, what is this thing that constitutes success in the appliance merchandising game?

But wait a minute . . .

There seem to be the same things always cropping up in the talks we have with successful dealers. Such things as outside selling, advertising, quality merchandise, policies of continued service to the customer on appliances sold, salesmen proud of their job, up-to-the-minute selling expense and accounting data, attractive displays, the ability to keep abreast of the latest developments in the business, the willingness to adopt new ideas and a personal enthusiasm for the appliance business generally. Some dealers have some of these things. Most perhaps. Some dealers have all of them. Gordon L. Hayes is one of them.

For instance:

Outside Selling

Gordon Hayes has eleven salesmen. They are paid on a salary-and-commission basis. The salary doesn't mean anything much. It amounts to \$10 a week, and is chiefly meant to keep them from worrying about such things as lunch, cigarettes, carfare and all those little things without which a man is useless and his mind concerned with something else besides his job. Ask any of the salesmen working for Gordon L. Hayes. They have all been there for periods ranging from three to five to seven to eleven years. A man doesn't make a living, support a family, buy a car, and do all the other necessary things on \$10 a week. They do those things on commissions. Commissions amount to 10 per cent on anything sold. *Anything*. They can sell anything which Gordon L. Hayes has to sell and get their ten per cent. What is more, they can sell anywhere in the city of Troy, anytime. To be sure, they specialize. One man may be selling refrigerators (Frigidaire) and in the course of his canvassing or following up may meet a prospect who says "No. I'd like a refrigerator. But just as soon as I get enough money I'm going to buy a washer and get rid of these laundry bills." So-o-o, says the man, pulling a folder from his pocket, and who is better qualified to sell you a washer than I am? The refrigerator is forgotten until such time as the prospect is sold a washer. And when it is sold the salesmen make sure that the appliance gives her perfect service, because on that sale may depend the sale of a refrigerator. He gets his ten per cent on either device.

And so it is with all eleven salesmen. Gordon Hayes makes no attempt to interfere with their personal pre-occupations about territories, about special prospects, about follow-ups. The salesmen can very well take care of those things themselves. They are a higher type of man, of course, than the usual pavement-pounding,

high-pressure, soft-soap artists who answer the "Men Wanted" ads for God knows how many appliance operations. They have responsible jobs, are making a decent living, and have a decent regard for each others' rights. That their efforts produce results both for themselves and for Gordon L. Hayes may be judged by the fact that in 1933 they will have sold over 400 washing machines—358 to date (Oct. 6), that this year will see a refrigeration volume of around \$45,000, that they have accounted for about 40 oil burner installations in the course of a year, another 50 ironer sales and about \$25,000 worth of radio business.

Service

There are five service men on full time in the Gordon L. Hayes appliance operation. These men are paid a salary. In addition, they get five per cent commission on any sale they make, anytime, anywhere on anything the store has to sell. "And why not?" asks Gordon Hayes. "When a customer wants a radio or a cleaner or a washer serviced, who is in a better position to know when she can be sold a new one than the service man? Who has the customer greater confidence in than the man who comes out to her house to fix the machine that is out of order?" To which we can only reply, "Who, indeed?"

He recalled the old days when their principle business was house wiring and contracting and the sale of fixtures. Contracting used to comprise about 70 per cent of their volume then, he said. That was from 1915 to 1925—ten years of it. Then from 1925 to 1930, it dwindled to around 40 per cent. Since then it has only accounted for about 20 per cent of the total volume which runs over \$200,000.

And Gordon Hayes knows his figures. He knows his selling costs, his operating costs and what he has sold. A glance at his books reveals the trend of an industry just as surely as the statistics compiled by a manufacturer or an association. Take radio: He has been in it since the beginning and a glance at the record of his sales for the year 1924 through to 1933 is almost a history of the radio business. The figures are in rough thousands of dollars that the Gordon L. Hayes organization sold during those years:

1924	\$10,000
1925	18,000
1926	46,000
1927	63,000
1928	80,000
1929	65,000
1930	51,000
1931	46,000
1932	19,000

The figures for 1933 are beginning to improve again, according to Mr. Hayes, due to the manufacturer's concentration on the larger models and the public's dissatisfaction with the quality of reception afforded by so-called peewee and midget sets.

And with refrigeration sales nationally headed for a million units in 1933, the records of sales by the Gordon L. Hayes organization bear out the country-wide record: For the past three years—1930, 1931 and 1932 refrigeration volume has remained at the same level—\$36,000. For 1933, however, the total will reach \$45,000, Mr. Hayes said. The same trend holds true for washers on a monthly sales basis. Beginning with sales of 21 and 26

(Continued on page 45)

A Good Year to CELEBRATE WITH LIGHT

This store group achieves harmonious decorative balance through its use of a simple pattern of festooning, with pediment applique unit and belfry tower crowned with jewels of colored light. (Top.)

An interesting feature of this installation is the manner in which the attractive outline of the house has been utilized, through floodlighting, to enhance the lighting of the trees, doorway and windows.



Artistic festooning combined with floodlighting and lighted Christmas messages in the windows transform this simple residence into a picture of charm and color.

BACK in 1927 and '28 among the most successful Christmas lighting activities were those sponsored jointly by the electric league and a local newspaper. Prize contests conducted by the newspaper greatly stimulated home decoration.

This year, merchants, building owners and the townsfolk should be more receptive to the Christmas lighting idea than they have been during the past four years. This Christmas should be, generally speaking, a happier and more nearly prosperous one than any we've had since the economic curve started its disheartening dip.

There should be more Christmas trees sold this year for indoor and outdoor use. Many of these will be lighted with colored lamps. Still more will be lighted if local promotion makes holiday lighting the vogue. And that can be—should be—only the beginning. Festooning of home interiors and exteriors, the creation of ingenious effects; this is the stuff of which holiday decorative lighting is made.

While the residential field may employ lighting solely for its decorative effect, and because it's "the thing to do", the commercial market has a more practical motive. Experience has shown

that holiday shoppers naturally gravitate toward the stores that most attractively reflect the spirit of the season. And wherever merchants have united in a drive for early holiday business, Christmas lighting has proven one of the most potent mediums they could possibly use.

For this reason, Chambers of Commerce, merchants associations and other business men's groups should lend a willing ear to the suggestion that their members don lighted holiday regalia this year.

Christmas lighting is a contagious proposition. The decoration of one home or place of business prompts others to follow suit. Utility and other electrical interests who set the example by installing colored lighting at their homes and buildings should find a gratifying response in the decorations of their friends and neighbors.

There are all sorts of activities and all sorts of opportunities for the promotion of holiday lighting this year. It might not be good policy to advocate lavish decorations everywhere. But it should prove good policy—and good business, as well—to get behind the general idea.

No More Football for

*Surprise
Tactics
Ending
•
Timepieces
Are Again
Becoming
Staples*



When a piece of merchandise reaches its lowest point it has no place to go but up. The clock touched bottom when it was used as a premium with groceries.

SOMEONE should blow a referee's whistle to mark a game that is now ending—the kicking around of the electric clock. From dizzy heights of a \$30 item to a profitless kerplunk as a grocery basket premium, this appliance has been the prize football of them all. This autumn it is coming back on a safe and sound basis.

Like the good old double barreled joke, which exploded both ways, the electric clock owes its troubles to a thrice hammered home sales feature—exact time keeping.

Overlooked was the fact that a tiny, synchronous motor turning clock hands could be thrown together cheaply, if not well. It kept time perfectly at first, pulled the punch of the well made, workmanlike article. To the public, at \$1.95, it made a reputable clock look like highway robbery. The dear old consumer couldn't see any difference, and was, as usual, sucked in.

Next, premium users, hungry for talked about merchandise, began to see that the world was buzzing about this revolutionary marvel, and that price cutters had opened the door to clock supplies within their levels. Not interested in the merchandise except for its temporary attraction, they exploited it to the limit.

Back at profitable levels

"AS a real article, filling a real need, the electric clock is today recovering from this punishment," says W. G. Cannon of the Commonwealth Edison Company. "The old spring clock makers discovered

certain levels at which their merchandise should sell, and this is happening in the electric field. As a \$5 and \$6 item, the electric clock is re-establishing itself. The \$1.95 model is on the wane. We are also getting away from \$10 numbers marked down to \$4.95 this autumn. We are displaying new merchandise made to sell at the price listed. Only by selling at listed prices can we get back to profit levels in the electric clock field. The public were not responsible for cheap clocks.

"There is no saturation in the electric clock field. Any home can use two or three, and the lowliest workman needs an alarm to get up by. Sales have been off because the clock was felt to be a luxury. Possibly people felt that they already had enough time on their hands. As foolish merchandising ends, and the injurious makers are swept out of the field, the electric clock can be counted on as a steady selling item, and a profitable one."

Sell what's inside

SAYS Marcellus McDonald of Ray York's Radio and Electric Shop, Chicago; "The electric clock has to be resold to the public on the basis of what's in it. Just as the radio man has to point out the twin dynamic speaker and the radio record playing device, in order to justify the price, so I predict that the workmanship in electric clocks will have to be sold to the public before you can get the money. Enamored faces and designs are

Electric Clocks

*Photo by Tom Blackborn
for Electrical Merchandising,
Posed by Jack Riley, tackle
on the Boston Redskins and
runnerup Olympic wrestler*

not enough—it's what's inside the case that counts.

"The public has been confused by the sudden drop in price—the fastest fall in the field of appliances, I think. The man with an \$18 clock has felt stung when he saw something for two or three dollars that looked equally good as his purchase. This loss of confidence must be rewon."

Edward Nyberg, Broadway electric shop proprietor, Chicago, states that as long as clocks were being pounded as premiums, merchants could not be expected to take an interest in them. "Undoubtedly a premium deal gives a manufacturer a nice volume, but I wonder if he realizes what happens to his regular outlets. The public can't see why it should spend money for an electric clock as long as it can get one for nothing by buying Grandpa's Pine Tar Soap, and we retailers carrying stocks are up against a real problem."

Workmanship, in the opinion of Jack Miller, North Side Chicago electric dealer, is the real thing to tie to. "The fundamentals are there—the public wants accurate time, and the electric clock is the world's best time-keeper. We have always had a first class clock department, and have sold a clock with the workmanship in it. That's why we feel we are in on the ground floor of this staple business, regardless of how much of a football it has been. Even in a big city customers look for their retailers to protect their interests and give them something that stands up—and only with a clock that has real workmanship can you do it."



Prospective customers are secured by the Boston Store through their General Electric kitchen display, which graphically illustrates uses of electricity in a kitchen. The display is located on the main floor of the downtown department store. On tables in the foreground are some of the smaller appliances, not carried in the branch stores.



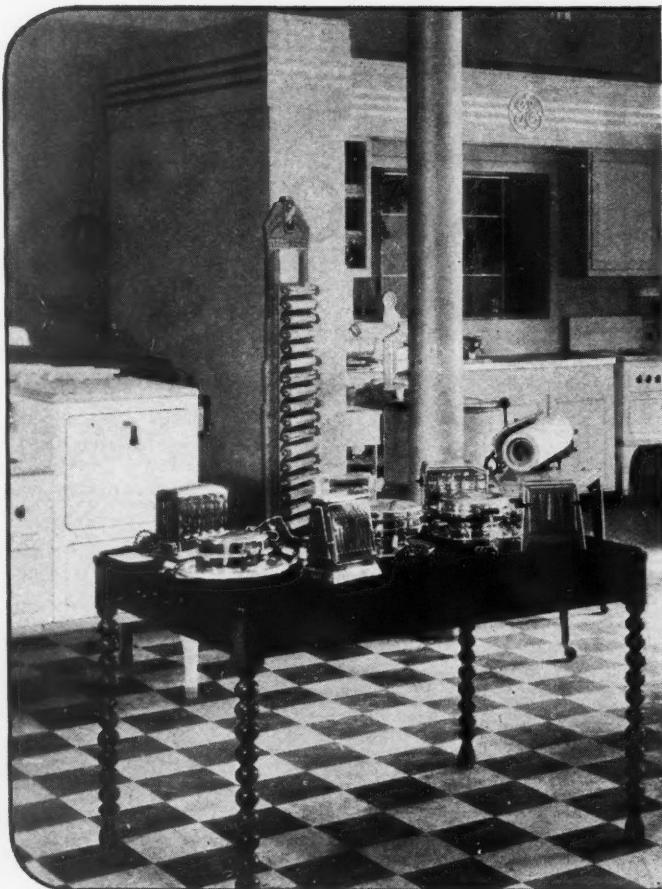
ALAN E. TRUAX,

Sales manager of the electrical department, Boston Store, Grand Rapids, Mich., who recognized the need for neighborhood branch stores and who mapped out the sales plan experiment.

PRICE stabilization brought about by the new codes will make it possible for the community and neighborhood electrical dealer to once again compete successfully with downtown electrical stores, leaders in the industry have declared.

Acting on that principle, the electrical division of Charles Trankla & Co., The Boston Store, large downtown department store in Grand Rapids, Mich., has embarked on an experimental sales program which includes opening of a series of neighborhood branches to sell major electrical appliances to the outlying residential districts. Not only should the store be able to give customers a chance to come to the downtown location, but it should go directly to community shopping centers, Alan E. Truax, sales manager of the electrical division, decided, if sales were to be increased.

The move of the Boston Store in establishing

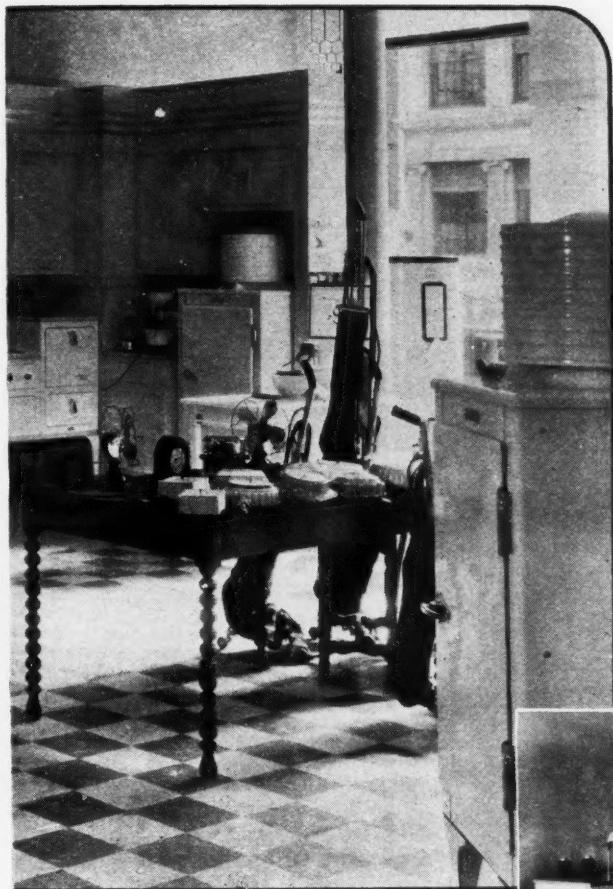


Branching

branches in the neighborhood shopping areas is a tacit recognition of the fact that under the codes, outlying electrical dealers will be able to compete on an equal basis with downtown dealers, Mr. Truax admitted, although that was not the primary purpose in devising the sales plan. The more displays and dealers there are, the more sales there will be, he believes. Whereas previously downtown stores were taking business away from neighborhood dealers, the picture is now changed, he said, and competition is on an equal basis.

The Boston Store is an exclusive General Electric agency in Grand Rapids, the electrical division being operated as a leased department by Caswell, Inc., of Detroit, Michigan, distributors. Serving a metropolitan area of 200,000 persons, Mr. Truax in the past twelve months devised a sales system which accounted for a sixty per cent volume increase over sales of last year, amounting to \$30,000 more than in 1932.

Recently, Mr. Truax picked up a map of electric meter users in Grand Rapids and drew lines, based on population, types of homes and wealth of owners. From that plan he set out on an experiment which is being watched



OUT

with interest by electrical dealers of the country. In the far eastern section of Grand Rapids, three miles from the heart of the city, the Boston Store on October 1 opened a direct store branch at 1553 Wealthy Street to sell electrical merchandise exclusively. A complete display of major electrical appliances was installed and a branch manager and three salesmen assigned to the location. Mr. Truax wanted to bring the major appliances closer to the neighborhood shopping areas.

The branch store was leased on a commission basis. That is, the store owner is paid a commission on all sales instead of a fixed rental fee. Electric refrigerators, ranges, washing machines, ironers, vacuum cleaners, sunlamps, and radios (all General Electric, exclusively) will be handled from the branch. Smaller appliances are being carried in the downtown store. No stock, other than for display purposes, is maintained at the branch, all deliveries being handled through the main store. Finance paper and servicing also is handled through the downtown division.

Salesmen working out from the branch store have
(Please turn to page 38)

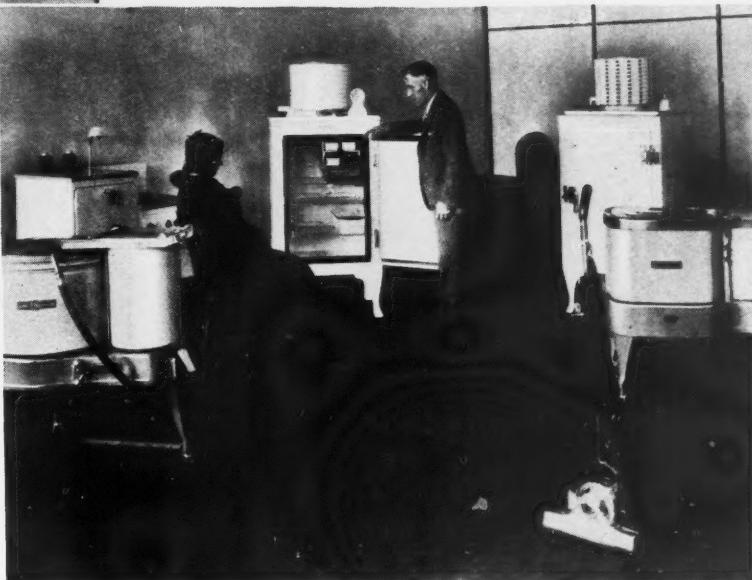
THE BOSTON STORE

Grand Rapids, Michigan

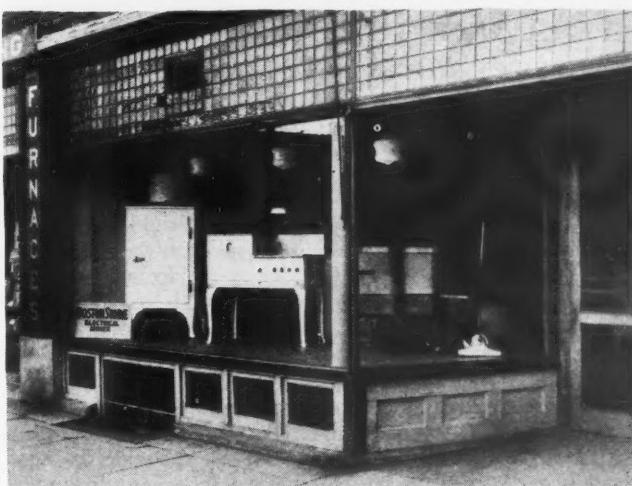
Opens Neighborhood Electrical
Branches to Reach New
Customers... an Experiment
in Decentralization....

By

Robert G. Silbar



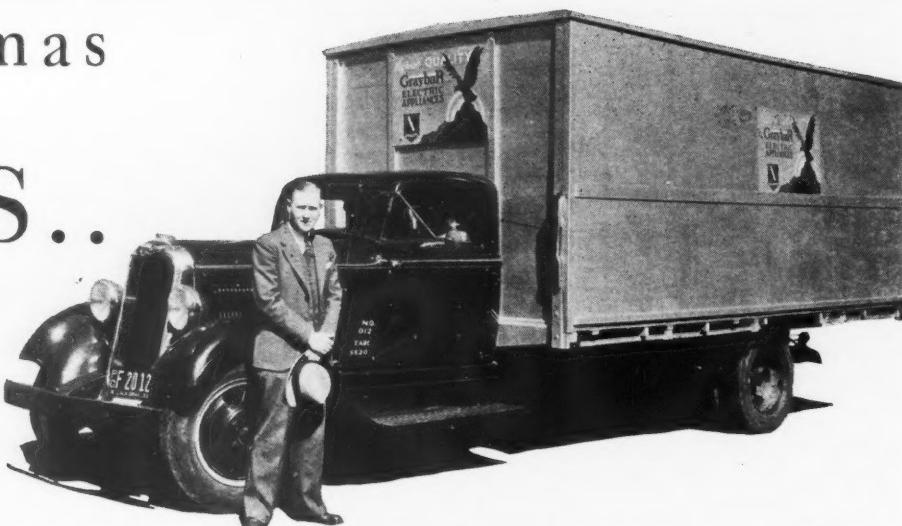
John Russell, manager of the branch electrical store, explains the fine points of a refrigerator to a prospect.



The direct branch electric store, in the far east end of Grand Rapids, offers the Boston Store, downtown department store, an added display point.

Taking Xmas GIFTS..

A sliding door is pushed aside, steps are let down, and a spacious show room is opened up for dealers and their wives to step inside and see for themselves what they may sell to the holiday trade.



A drummer's sample case on wheels was devised by Roy Kimberlin to take a real thing "catalogue" to Graybar's dealers in the far corners of northern California and Nevada.



Graybar's Travelling Store Does a Land Office Business

OLD time "drummers" never traveled without a sample case. To carry a sample case in the selling of electrical appliances to the Christmas trade would take a caravan. It does just that for Graybar's San Francisco division where Al Nicoll is manager and Roy Kimberlin, appliance sales manager. This division will be remembered for the way it introduced its refrigerator to the trade by means of a traveling display truck, especially stressing the mechanical features and simplicity of its line, reported in these pages a few months ago. The idea proved so successful that when it came time to go out to the trade with its electrical Christmas gift line, Roy Kimberlin decided to adapt the plan to

the new line of Xmas merchandise. Accordingly a heavy truck was equipped with a simple plywood body, sufficiently high for a man to stand upright in it with comfort, and equipped with four shelves running all the way around the sides and back. The floor is covered with linoleum, and two chairs are strapped to it for convenience of its guests.

The appliances are very ingeniously strapped down to the shelves so as to permit free examination of each and yet provide a steady, well anchored load when driving over the country roads. Ample use is made of spring clips, with rubber tubing over the wire to prevent abrasion of the finish.

In the truck is the complete line of appliances featured by this house of Graybar for northern California and Nevada. It includes portable radio sets, and a storage battery and charger set-up which is charged when the truck is quartered for the night by means of a long cord. The battery provides energy for lighting inside the display "room" and operates the radio. Among the appliances are sets of Christmas tree lights, decorative holiday lighting pieces, clocks, several kinds of mixers and all their accessories, heaters, coffee makers, percolators, heating pads, irons, toaster sets and hair dryers.

"In lots of instances," says Roy Kimberlin, "This will be the first time many of our dealers have even been able to see and touch the appliances we are asking them to stock for a Christmas season. It will be so much more satisfactory than a catalogue, and we expect fine things from it. The truck will be in charge of one man, but will operate in the territory of each salesman accompanied by him. It is booked on a regular schedule from now 'til the first of the year. When it gets through its Christmas line personally conducted tour, we will probably bring it in, refinish it and equip it with the lines we will feature in the spring."

NEWSPAPER ADS

... Good and Bad

A Review of Part of the October Crop

NEWSPAPER advertising makes up a goodly share of the appliance dealer's sales expenses. The money can be wasted, if the advertising is ineffective or the advertising can, if well written, prove a genuine sales aid. But few dealers get a chance to inspect electrical appliance advertising beyond that appearing in their own community's papers. The editors of *Electrical Merchandising*, on the other hand, each month read hundreds of newspapers containing electrical appliance advertising. A review of some typical electrical ads read recently may prove helpful to dealers in preparing their own copy.

Maison Blanche, New Orleans department store, tell the women in their city that "20 Laundry Bills will Pay for a well Known Washer." That's a splendid lead, but why follow it up with these two lines: "Used Thor \$12.50" and "Rotarex, Good Condition, \$19.50?" Why not tell them first about the well-known washer for \$40.80 that you want to sell?

They Will Do Their Part

... Get You Up and Keep You Up to the Minute!

Choice at **\$5.95**

Convenient Terms at eight additional instl.

ABOVE
This is the self-starting TELECHRON Alarm that has been such a huge style success.

RIGHT
The very attractive new G. E. Electric Alarm, known as Morning Star: self-starting Telechron motor.

ELECTRIC ALARM CLOCKS
... like these, are every-day needs in every home. Their dependability makes them valuable and useful from morn till night.

Showed by Electric Dealers All Over St. Louis ... and
Union Electric Light and Power Co.

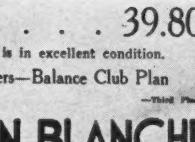
Stores Hours: 8 A. M. to 5 P. M., including Saturday
Grand Central Annex 4204 Locust Ave.
Bell W. Telephone 6300
Alton Light & Power Co.
East St. Louis Light & Power Co.

"A cheer for Union Electric Light & Power . . ."

Higbee, Cleveland's department store, had a natural in their ad with the headline, "Easy electric washers must have named themselves," followed by terse but effective selling copy.

A bouquet to Halle Bros. for their ad on sunlamps, headed, "Sun Lamps prevent colds, \$3.95." As we read it, we said, "Why \$3.95—that's only the price of one doctor's visit plus the

20 Laundry Bills Will Pay for a WELL KNOWN WASHER

Used THOR 12.50	
Rotarex Good Condition 19.50	
EASY With Filordrain Pump	
Balance Due . . . 39.80	

This washer is in excellent condition.
\$1.00 Delivers—Balance Club Plan
—Third Instl.

MAISON BLANCHE
Main 2000 Greatest Store South Canal at Dauphin

The lead is splendid—but why spoil it . . . ?

medicine he'd prescribe. That's cheap cold prevention."

Two refrigeration dealers down South ran an ad with this headline, "All 3 of these outstanding developments are found in the Blank refrigerator." Sorry, but we think such an ad leaves women cold. What do they know about machinery? What, even, do their hubbies know about refrigeration machinery? Isn't an appeal to comfort, convenience, thrift, health or pride-of-ownership a better bet?

While we're being critical, we wonder if the New York oil-burner advertisement with the heading, "The only

Store Hours: 9 A. M. to 5 P. M.
STIX, BAER & FULLER
(GRAND-LEADER)

PRICES OF GENERAL ELECTRIC REFRIGERATORS



WILL ADVANCE

Wednesday, October 11

**ONLY
2
MORE
DAYS**
To Buy Them
at
Low Prices
Illustrated Is the
General Electric
JUNIOR MODEL
\$115.50

Ideal for the small home! Baked glyptol enamel exterior, porcelain interior, 7.9 square feet of shelf area, 2 ice trays, with 40-cube capacity, chromium-finished hardware, and other exclusive details!

First Payment \$5
(Fifth Instl.)

No crying "Wolf!" about this ad . . . It's dated

oil furnace that creates its own draft," plays up the real appeal to oil furnace prospects? The oil furnace in question is a fine job—why single out as a headline a feature that appeals only to the technically-minded? A better headline would have been the ad's subhead, "The easiest and cheapest way to heat your home—the Dash Dash Heating Unit." There's a real stopper for the home coal heavers.

A cheer for the Union Electric Light and Power Company of St. Louis who ran a timely ad. Featured was the NRA eagle with cuts of two electric alarm clocks. The heading read "They will do their part—get you up and keep you up to the minute." That's tieing in with news in the paper's columns.

Bouquets to Stix, Baer & Fuller, General Appliances, Inc., and all the other refrigerator dealers who this month announced refrigeration price rises in the newspapers *not* by saying, "Better buy now, prices are soon going up." None of that "Wolf! Wolf!" stuff for these dealers! Instead they headlined, "Prices on the So and So refrigerator advance on October 10th" or whatever the exact date was. That's using newspaper for news, not threats.

The Case History



A local dealer, canvassing, sold Mrs. John Stuart this Easy washer nearly ten years ago. She paid \$165 for it and it is still going strong.



The same dealer sold Mrs. Stuart this Hoover cleaner at about the same time. It cost her \$87.50 and is in use every day.



Mrs. Stuart got tired of the old furnace with its dust and ashes. She bought this Electrol about five years ago and the installation cost \$750.

How and Where a Typical Electrified Home Acquired Appliances



The Stuart home in Winchester, Mass., typical of many of the better-type suburban homes.

of a CUSTOMER

TABLE APPLIANCES



Off and on during the past years Mrs. Stuart has bought a fan, a percolator, a toaster, waffle iron, sandwich toaster, heating pad, etc.

THE RADIO



THE IRONER



The Stuarts had two battery-operated radios before the days of the electric. They went to Jordan Marsh in Boston and bought this Edison radio for nearly \$400.

(Right) Nobody asked the Stuarts to buy an electric refrigerator so once more they went to a department store (R. H. White) and bought this Frigidaire for \$375.

(Top Right) Mr. Stuart was so impressed with the way the washer did the work, he went off on his own accord to Sears Roebuck and bought this ironer at \$79.50.

. . Except the Range

WE HAVE talked markets and saturation and wired homes and selling in this business until we are blue in the face. But markets and wired homes mean customers. And customers mean you and me and the family in the house next door. We have pointed out that the average housewife wants appliances and will buy them—if she is asked. That's the catch in the appliance business—you have to keep asking them to buy.

This is not theory. And to prove it we asked a typical customer when and how she bought the various appliances in her home and who sold them to her. The result was illuminating. It contains a moral for the independent electrical dealer.

We will call the customer Mrs. John Stuart. She lives in Winchester, Mass. That's her house over on the left. Nearly ten years ago an electrical dealer in

(Please turn to page 45)

THE REFRIGERATOR



.. Nobody had told Mrs. Stuart about electric ranges, so she bought a new gas range at \$165.

this month

ELECTRIC REFRIGERATION BUREAU OFFERS \$700 IN PRIZES FOR BEST CHRISTMAS HOLIDAY WINDOW DISPLAYS

THE Electric Refrigeration Bureau is offering cash prizes totalling \$700 for the best Christmas holiday window displays of electric refrigerators. There will be nine prizes awarded in this 1933 renewal of the annual nation-wide holiday contest, eight of which, aggregating \$600, will be divided equally among dealers and central stations competing.

For dealers—\$100 for the best window of 100 square feet or less, \$100 for the best window of more than 100 square feet, \$50 for the second best window of 100 square feet or less, \$50 for the second best window of more than 100 square feet.

For central stations—\$100 for the best window of 100 square feet or less, \$100 for the best window of more than 100 square feet, \$50 for the second best window of 100 square feet or less, \$50 for the second best window of more than 100 square feet.

In addition to these prizes, \$100 will be awarded to the local Electric Refrigeration Bureau which is best represented in the contest by quantity and quality of displays submitted by its members in proportion to the total number of retail sales outlets in their territory.

Attention is called to the fact that this year's competition does not include store interior displays, as was the case last year and the year before, but is confined solely to show windows.

The main points which will be considered by the judges are as follows:

Competing displays must have been actually installed and in use at some time between November 15th and Christmas, 1933.

One or more electric refrigerators must be shown in the window. Any brand or brands may be displayed.

The idea of an electric refrigerator as a Christmas gift must be expressed directly or indirectly in the window.

One photograph of the window and a letter of explanation must be received by the Electric Refrigeration Bureau, 420 Lexington Avenue, New York City, on or before January 12th, 1934.

Not more than one prize will be awarded to the same dealer or central station. In case of a tie for any prize, each of the tying contestants will receive the full amount of the prize.

It must be specified whether the window contains more or less than 100 square feet of floor space.

unusual musical effects, in which the voices will furnish a background for the orchestra.

The group of singers appearing in this unique program is the famous A Capella Choir, an organization which has been singing together for years under the direction of Noble Cain.

PACIFIC COAST GETS HOT UP ABOUT "BETTER LIGHT—BETTER SIGHT"

A SWIFT glance over the whole Pacific Coast region shows it well organized to capitalize upon the Better Light—Better Sight campaign, and very busy doing so. While a large part of the activity is being centered upon commercial and industrial lighting work, a number of communities have groups of utilities and dealers energetically at work on the hardest market, the domestic lighting customer. Some of these are briefly reviewed here:

October 23 began southern California's "Lighting and Seeing Conference," held on the sixth floor of the Edison building, a cooperative exhibition by three utilities serving the region, manufacturers and dealers, lamp companies, and the illuminating engineers. Harold T. Crane, president of the local I.E.S. chapter, was in active leadership.

Los Angeles Gas and Electric Corp. is specializing on garden lighting, featuring the small portable floodlamps. Southern California Edison Co. Ltd. is conducting a very successful kitchen lighting unit campaign with several crews in the field. San Diego Consolidated Gas & Electric Co. is advertising to influence refilling all sockets with new mazda lamps, using cartoon copy.

San Joaquin Light & Power Corp. has done remarkably well for a second season with portable floodlights for garden lighting. Valley Electric Supply Co., its merchandising subsidiary, is displaying and selling indirect floor and table lamps in cooperation with dealers. Pacific Gas and Electric Co., a veteran in home lighting sales, is carrying its indirect lighting drive steadily forward, featuring Duplexalite floor and table lamps, ceiling fixtures, and three types of kitchen fixtures.

Southern Sierras Power Co. has a crew selling kitchen lighting units now in its third district. It has sold the new units to 25 per cent of the meters on its lines.

Pacific Power & Light Co., operating in Oregon, Washington and Idaho, has a similar kitchen lighting campaign on, the second this year. The campaign last



A chair with light in the wings is a newcomer on the display floor of Commonwealth Edison Company in Chicago. Like Mary's little lamb, anywhere you move your chair, the light is sure to go.

HOOVER GOES ON AIR WITH RADIO'S "BIGGEST CAST"

THE Hoover Company, maker of Hoover electric cleaners, is the latest recruit to radio. To augment its usual selling program of magazine and newspaper advertising, the company went on the air October 8th with an outstanding musical program, featuring "the largest cast on the air."

The decision to make use of radio was based on The Hoover Company's belief that it would serve as a musical card for introduction of salesmen in their calls upon homes. The experience of other advertisers making use of this medium recently has demonstrated that it is a most effective door-opener in house-to-house selling.

The coast-to-coast program, which goes out over the NBC-WEAF network from their Chicago studios, is a half-hour in length. An orchestra of 28 pieces under the direction of Josef Koestner is augmented by 70 voices in

this month

January and February resulted in company and dealer sales of nearly 900 units. Idaho Power Co., Boise, is organizing a dealer cooperative lamp kit campaign. Company activity in advertising is directed both at the customer and to the dealers.

OMAHA CROWD WAITS IN LINE TO BUY WASHERS

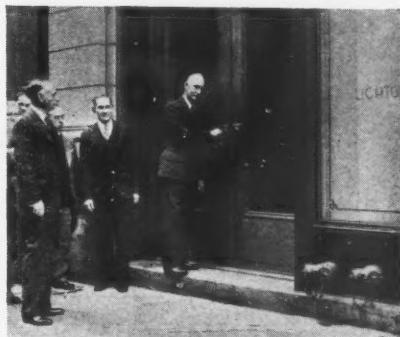
RESPONDING to a garrison finish in an August drive for washing machine and ironer sales, the Nebraska Power Company actually saw customers standing in line the last day, when 68

units were sold. During the month some 792 units—432 Thor washers and 360 Thor ironers—were passed on to customers.

Crux of the selling message was the fact that the Thor combination advanced from \$69.50 to \$93.50 on September 1.

Feature of the campaign was the hammering of two minute spot announcements over the radio, drumming home the price advance and the first rate mechanical construction of the equipment. Floor display, windows, newspapers and outdoor advertising spread the story.

While radio station WOW also carried reference to the Council Bluffs Citizens Power and Light Company, across the river, no tie-up was made with local dealers on this particular campaign. Nevertheless it was reported that dealer trade in washing machines advanced nearly 100 per cent during the



Frank W. Smith, president, New York Edison Co., uses a golden key to open the new lighting center of the Lightolier Co. at 11 East 36th Street. At the left are J. H. Blitzer and Moses Blitzer, executive vice-president and president of the organization.

month of August in eastern Nebraska and western Iowa.

CENTRAL HUDSON EMPLOYEES HELP DEALERS SELL 1,741 MAJOR APPLIANCES IN 70 DAYS

FORGETTING the bogey of the so-called "summer slump" in appliance sales, Central Hudson Gas & Electric Corporation, Poughkeepsie, N. Y.—pioneer among utilities in establishing a full dealer sales policy—recently decided to ask all of its district office employees to develop and report prospects for major appliances.

To start this campaign which covered 70 working days, a quota of 538 major appliances (ranges or storage water heaters) was set, based on two major appliances for each employee taking part in the activity. All of the leads brought in by employees were turned over to appliance dealers who expressed a desire to cooperate and were willing to subscribe to the terms governing the activity. These dealers agreed to diligently follow the leads given them and pay one-half the commission given the employee for leads that developed into sales.

The Central Hudson's part in the activity consisted of furnishing its employees with prospect cards on which to record the leads. On this card the employee also wrote the name of the dealer the prospect designated to handle the sale. Thus, the selection of the dealer who handled the individual sale was left entirely with the customer. The utility further agreed to pay one-half of the commission on completed sales.

Central Hudson advertising also augmented the efforts of dealers and employees by promotional copy stressing the need of a continuous supply of hot

water and the advantages of automatic cookery. Specific appliance advertising, as is the permanent policy of this utility, was left entirely for dealer tie-in.

With this cooperative plan set up for them, Central Hudson employees started to work.

They received their initial impetus in each district by a series of talks led by H. E. Dexter, general commercial manager, who clearly outlined what was expected of them. It was pointed out that, although it had for some time been the policy of Central Hudson to secure its appliance business through regularly established dealer outlets, this did not in the least lessen the obligation of employees to help the company's business by cooperating in new business efforts.

The belief of the Central Hudson employees in this policy was not long in manifesting itself. In 45 days the 269 employees engaged in the activity reached the budget figure of 538 major appliances and were instrumental in selling many other electrical appliances, such as refrigerators, ironers, washing machines and radios. An interesting side light on this latter group of appliance sales was that no credit for their sale was given in the final reckoning of commissions if the employee failed to develop the sale of at least a storage water heater or automatic range. In the concluding days of this activity employees' leads resulted in orders for 297 water heaters, 508 ranges, 692 refrigerators, 21 ironers, 173 washing machines

(Continued on page 48)

Only \$69⁵⁰

During AUGUST

Price Will Be
\$93.50 After Sept. 1st



A THOR WASHER
A THOR IRONER
and 2 DRAIN TUBS

Come in this month if you want this wonderful Thor Combination at this low price. They are going fast because women realize that this is a real bargain.

SAVE \$24.00

On September 1st the price of this Thor Combination goes up to \$93.50. You save \$24.00 if you buy now. You are getting a Thor washer and ironer and 2 tubs for less than you formerly paid for a good washer alone.

Sold on Easy Terms

NEBRASKA POWER CO.

One of the ads used

Blanching Out (Continued from page 31)

Leen assigned a territory of approximately 5,000 electrical meters. The branch has been given a sales quota of ten per cent above the present sales volume. Salesmen in the branch store live in the territory they cover and have their friends there. Being on the ground they are able to cover their district without automobiles and can cut down on their own operating expenses. The automobile item alone, Mr. Truax estimates, will save approximately \$200 per man each year. The men divide their time in canvassing and floor duty at the branch.

In addition to the direct branch store in the eastern section of the city, Mr. Truax has not overlooked other areas. Six neighborhood locations, each serving 2,000 electric meter areas, have been mapped out and displays will be set up in each area. Instead of maintaining direct store branches there, however, the Boston Store will make use of food, drug, and merchandise stores which have built up a certain amount of good-will in their particular neighborhood and where floor traffic has already been established.

Display merchandise will be placed in those stores on a consignment basis. One salesman will be in charge at each of the display points. Present plans call for the salesmen to work on prospect leads and direct canvassing during the morning and to spend the afternoon on floor duty, as a survey has shown that during the afternoon store traffic is heaviest.

Owners of each of the display points where the electrical merchandise will be placed will receive a commission on sales, in addition to rental fees. Because he naturally will be interested in receiving his commissions, the store owner will be converted into an additional salesman for electrical appliances.

The special display points have been given a sales quota of five per cent additional increase over present sales volumes. Arrangements are to be made with the merchants to provide a few square feet of window display space at least two days a week for electrical appliances.

To install the system of direct store branch and six special display centers, Mr. Truax estimates that his inventory stock held in Grand Rapids will be increased 20 per cent. He expects, however, that fulfilling the added sales quotas will increase total sales forty per cent. In order for the special display points to be successful and profitable to the parent company it is necessary that stock equal to the display stock be turned over at least three times a month, Mr. Truax said.

THE Boston Store acquired a General Electric franchise in December, 1932. Mr. Truax was brought from Detroit, where he was general manager of sales promotion for Caswell, Inc. He has organized a sales force of 15 salesmen, besides a supervisor for the washing machine and ironer departments, in the past year. In addition, a saleslady is employed who acts as special demonstrator for the G. E. Flat Plate Ironer and vacuum cleaner. These two appliances are demonstrated both on the floor and in homes. Under the new set-up involving branches, Mr. Truax says the sales force will have to be increased approximately forty per cent.

In the majority of cases, prospects are secured by the Boston Store salesmen through personal canvassing and by "using the user," Mr. Truax says. "We keep in touch with all users by direct mail at least once every

three months," he said. "In addition, we try to contact all users in person. We attempt to make our users good customers, sending electric range literature to refrigerator users, and ironer literature to washing machine users, for instance, with the view of building our present users step by step until ultimately they have the entire General Electric kitchen."

"When plans were being made for opening the new electrical department of The Boston Store last December serious thought was given to the advisability of appropriating the expense of installing a model All-G. E. kitchen in the main store. However, after considerable thought, the electrical kitchen was built. We now feel it would have been a grave mistake not to have gone to the expense we did, as the electric kitchen has been the biggest drawing card in our entire department. The majority of our floor leads for refrigerators, ranges, and dishwashers are obtained from 'onlookers' who come to see the electric kitchen. Our salesmen also use the kitchen as a means of bringing prospects to the store."

"One of the best ways we have found to develop sales is by building up the present finance contracts of purchasers. After a refrigerator purchaser has made six payments, for instance, we contact him with the view of adding another appliance, explaining he can add another item by increasing his present monthly payments by only a few more dollars. This plan is especially attractive, as no down payment is necessary. That, of course, applies only to users whose credit basis has already been established."

BECAUSE of price stabilization the electrical dealer will have to handle nationally advertised products, Mr. Truax believes. "Obsolete or unknown brands, which many dealers have been handling, may force them to close their doors. This is essentially true of radio dealers. The small dealer in an outlying district no longer can afford to carry a brand of merchandise no one ever heard of before. In turn, the manufacturer of nationally-advertised products must go to the neighborhood shopping centers in order to get the necessary distribution within a city."

"From a retail standpoint, stabilization will benefit all electrical dealers because it will eliminate the so-called wholesaler and retailer who sells at wholesale prices to his friends. I mean by that the wholesalers' code specifies selling only to licensed dealers, thereby eliminating any possible sales to friends, purchasing agents or executives of other companies."

"Furthermore, operating under the national retailers' code of the NRA no longer will employees be able to purchase merchandise of their own company or any subsidiary of their own company at a discount. This will do away with one of the major evils of retailers. Employees will not be unduly influenced to purchase merchandise of their own company because of attractive prices when they might have under other circumstances have purchased similar merchandise of a different manufacturer."

"In order to increase sales more people will have to see the merchandise. Volume comes from adequate displays. The more displays we have the better chance we will have to sell. We feel that having the general public see our merchandise properly displayed is one of the best assets we as a sales organization can have."

STRATEGY on the SALES FLOOR

By R. E. Bard

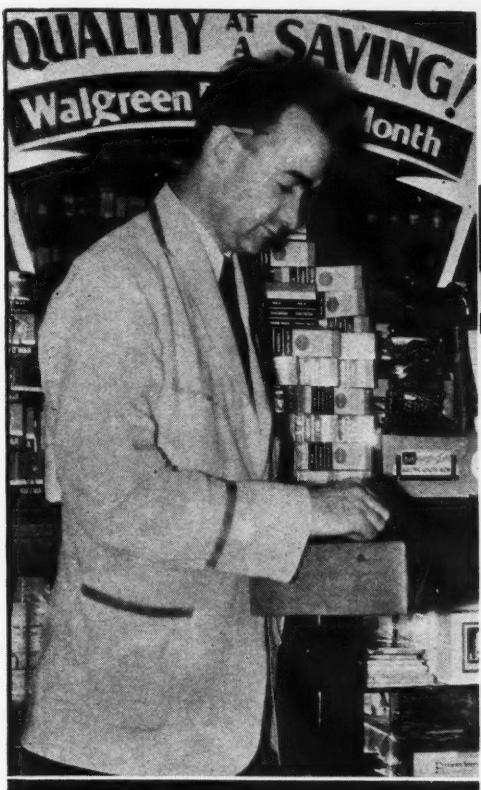
Commonwealth Edison Company, Chicago

Editor's Note

This is the second of a series of practical sales helps visualized in pictures. Next month we will show steps in training appliance salesmen.

What Will The Customer Pay?

1 Don't judge by her clothes, they're often misleading. Set three items in front of her, each tagged differently. Mention the price of each item. Show why some are worth more than others. The customer will always reveal her interest in one particular model in which level she is thinking of buying.



The Big Discount Customer

2 Handling the customer who yells, "Say, I can get this for 30 per cent off." Listen to him until he gets through talking. Then say, "Possibly that's right. If you can get 30 per cent off — if you can be sure of getting the identical item you see here — if you can be sure of getting service should it need repair — I think you will certainly be wise to take it. Your situation is somewhat like my own. I have a friend in the furniture business who tells me I can get 35 to 40 per cent off on furniture. However, I know that if I bought a piece of furniture wholesale and it was scratched and anything wrong with it I wouldn't have any place to go. I would just be out of luck, and that's the reason we have always paid the regular retail price."

Package Wrapper, or —

3 When you are simply wrapping up merchandise, without talking, you are not doing a good job of selling. It's all right in a drug store, on small items. Not with appliances, however. Electrical conveniences have to be used, give satisfaction, if they are to stay sold, and only by educating your customer will this be done.

"A Little Boy, About So High —"

- 4** Tell stories to bring home your point. Repeat your sales arguments in anecdote form. For example, after going over the technical details of a sun lamp, the facts can be driven home more graphically by something like this: "There is a little fellow, about so high, who lives next door to us. His mother noticed he always had colds for months in winter, and bought a sun lamp. She merely had him sit under it when he was reading a book. He hasn't had anything like this trouble since then, and is growing like a weed."



Holding the Prospect's Interest

- 5** Don't say "this iron has better mica in it, has a thicker shell of chrome plating." You'll find her attention wandering.

. . . Say Instead

- 6** "This style of iron is so hot you won't have to press down hard, you won't get tired ironing. It is the modern type of electric iron, and you'll be among the first to own it in your block."

STRATEGY







7

Knowing When to Close

After you let the customer choose her own price level, try to get another decision. Ask, "What color would you like, green, blue or yellow?" Point these finishes out to her in a catalog, if you haven't the merchandise. You can tell by her answer whether she's ready to close. Once you know what the prospect wants to pay, and what style she desires, it's time to ask for the sale. Say to her, "How much do you wish to pay down, or is it all cash?" It never hurts to make this inquiry, and you should do it at once before the customer's mind wanders, and she discovers another use for her money.



Photos by

T. F. BLACKBURN

ON THE SALES FLOOR

8

Real Appliance Salesman

First you show how to operate the device and get the most out of it, so it will be used often in the home. This is the kind of talk:

(Non Automatic Waffle Iron)

"We give a recipe with this waffle iron, madam. If you follow it you will be sure to have delicious waffles. When you make waffles the first time grease the two grids thoroughly, then preheat the iron from 8 to 10 minutes. There is one thing to be sure to do — after you put in the batter close the iron and be sure not to peek to see if the waffle is done. Steam will blow out at the edges when you put the batter in. When the steam stops coming out you can try to open the iron gently. If it does not open easily the waffle isn't quite done and should be allowed to bake a little longer. Don't force the iron open. The first waffle should take about $2\frac{1}{2}$ minutes, the rest, only 2 minutes.



PYRAMID YOUR

and

A Refrigerator Sale should be



GENERAL  **ELECTRIC**

REFRIGERATORS • RANGES • DISHWASHERS

PROSPECTS---

your profits!!

just the beginning



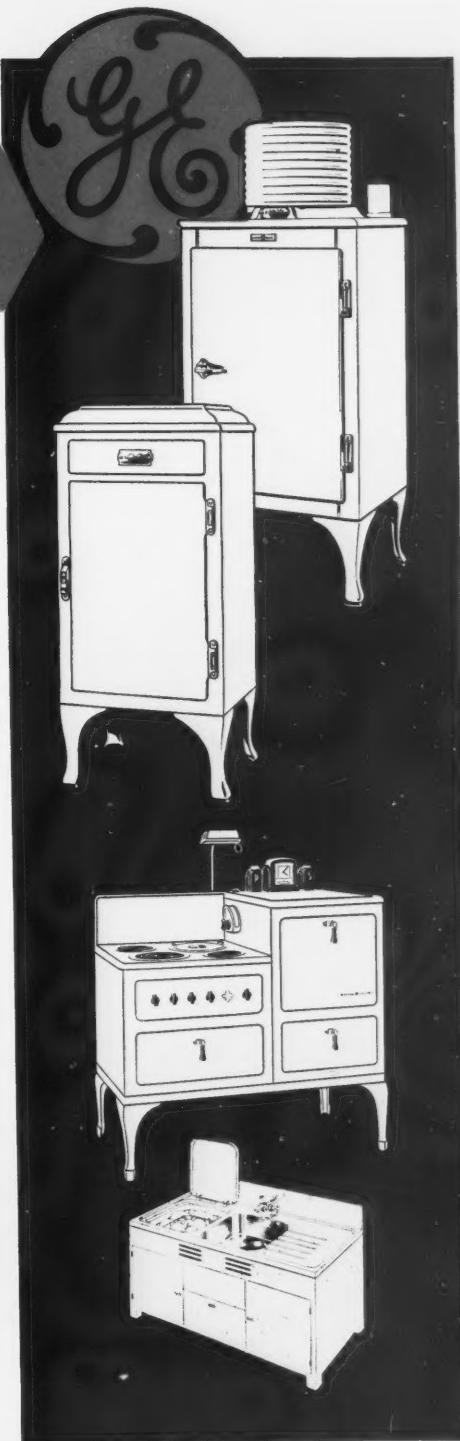
Any G-E refrigerator dealer can build a permanent year 'round business and *build it as big as he wants*, for his market is not just confined to refrigerator prospects. His prospects include buyers of electric ranges, dishwashers and other electric appliances.

Every G-E refrigerator user is a potential customer for every appliance in the complete General Electric Kitchen—and for other G-E household appliances.

General Electric's name and reputation has been a household word for 50 years. Public preference for products bearing the G-E monogram gives the General Electric refrigerator dealer an opportunity to open his door to *additional and profitable* business.

GENERAL ELECTRIC IS NOW APPOINTING NEW DEALERS IN OPEN TERRITORIES

However large or small your display facilities may be, if you measure up to G-E standards, the franchise in your territory will give you a progressive and profitable business—starting NOW. Write or wire for details. General Electric Company, Specialty Appliance Sales Dept., Section DE11, Nela Park, Cleveland, Ohio.





When Anne Harding, screen star (our favorite, too) built a new home in Beverly Hills, she had a Standard electric range installed.

Mitzi Green, another movie star despite her size, doesn't see why a Maytag washer isn't just as good for her terrier's bath as it is for clothes.



Roberta Robinson added a lot to "Of Thee I Sing" and other Broadway shows. She's a radio fiend, too.



Summer isn't the only time for electric fans. These famous huskies needed seventeen fans to keep cool.

When Anne Lee Patterson, Kentucky-born Galveston beauty prize winner in '31, visited the Cincinnati Electric Refrigerator Show early last summer, she could hardly help getting herself photographed beside a Crosley.



(Below) Rosa Ponselle, Metropolitan Opera Company soprano, is another radio enthusiast.



STARS





The Case History of a Customer (Continued from page 26)

the neighboring town of Arlington was just starting in business. He had a small store, but he knew that if he was going to make any money he'd better do some canvassing. He loaded a couple of washers on a truck and went calling on people. One of the people he called on was Mrs. John Stuart. He sold her an Easy washer for \$165. He found she needed a cleaner, too, and within the course of the year, after two or three call backs, sold her a Hoover cleaner at \$87.50. He sold a flock of washers and cleaners this way, eventually opened a larger store and took on radio sets, ironing machines, refrigerators, electric ranges and oil burners. The early necessity of canvassing for business seemed no longer imperative. In the past ten years he has only called on Mrs. Stuart, at her request, to make simple repairs to the cleaner.

And what of Mrs. Stuart in the meantime? Well, for one thing, she was pretty sick of running up and down stairs three times a day to fix the old furnace. She got tired and dusty shoveling ashes into barrels to be carted away. She had talked over the idea of an oil burner with Mr. Stuart a number of times. It was only natural, then, that when a salesman from the Electrol, Inc., factory branch in Boston called on her, he found a sympathetic audience. She has an Electrol today (the installation costing somewhere around \$750) and says she would rather part with every other piece of equipment in the house than the oil burner. And if you have had no experience with customer-satisfaction accruing from the ownership of a piece of major electrical equipment, you ought to hear Mrs. Stuart talk about the merits of an oil burner!

That was about five years ago. Radio was in, of course. The Stuarts, like many others, starting with battery sets. They bought loud speakers and battery chargers and what not. When the all-electric set came out they traded-in an RCA-Victor battery model for a new Edison console costing around \$400. They had an account with Jordan Marsh, the big Boston department store, so it was natural to look at the radio sets they were selling and eventually order one. Another sale lost to our friend the dealer.

Refrigerators followed radio. Nobody came around and asked Mrs. Stuart to buy one and she waited quite a while before going into R. H. White & Company, another Boston department store, and taking away a Frigidaire at \$375. I think that is what she paid.

Her husband, Mr. Stuart, was quite impressed with all this. To be sure it took place gradually, but Mrs.

Stuart seemed to get so much satisfaction from her washer, her cleaner, her oil burner and her refrigerator, he began thinking about it. One thing he noticed, was that while the washer took care of all the *washing*, that Mrs. Stuart spent the better part of a day ironing laboriously. In addition, there being four in the family, she sent a good portion of work out to the commercial laundry—blankets and sheets and table cloths and other heavy pieces. Wasn't there some machine that ironed clothes as well as washed them? Mrs. Stuart opined that there was. She had heard of ironers. But being an old-fashioned woman at heart she didn't take much stock in them. "Hmm," said Mr. Stuart. Next day he hied himself around to the big Sears, Roebuck department store in Boston and had a look at ironing machines. Even had the girl show him how to use one. He was so impressed with the ease with which the machine did the work he bought it and paid cash on the nose—\$79.50 this time. Our friend the dealer had ironers on the floor of his shop, but didn't think there was much demand for them!

In the meantime, of course, she acquired a lot of smaller appliances. She has a R-M 12-in. oscillating fan, a Hotpoint toaster, a Universal percolator, a heating pad, a sandwich toaster, a waffle iron and such things. One she bought from the Boston Edison's local shop in Winchester (the only utility sale recorded!), another from a drug store, another from a department store and one was a Christmas present.

About a year ago she wanted to do over the kitchen. With the oil burner installed, she no longer needed the cumbersome and unsightly coal-and-gas range that was in the kitchen when she bought the house. So she had it taken out and bought a new gas range for which she paid \$165. She didn't know about electric ranges. Nobody had told her about them. If she had known that the electric range wouldn't heat up the whole kitchen as soon as the oven was lighted she couldn't have been induced to spend all that money on a gas stove. And Mr. Stuart, who has only just recently learned about the electric range, says he wished *he* might have known. He'd have bought one in preference to the gas. Might even yet . . .

And that is the story of an average customer. It is also the story of a fairly average dealer. Because out of all the equipment that the Stuarts bought in a ten-year period, he got only the washer and the cleaner—both appliances still giving every-day satisfaction. He was first on the job, but he didn't stay on it long enough.

Hayes 7 Rules Built a \$250,000 Business (Continued from page 26)

washers in January and February of this year they started to jump ahead in April until August sales stood at 71 units for the month. You might almost say that as goes Gordon L. Hayes so goes the country.

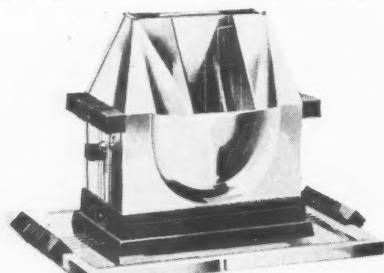
And what was that other success quality? Knowledge of selling costs to make a profit. Hayes' direct selling expense amounts to about 16 per cent apportioned as follows: advertising 3 per cent, service 2 per cent, delivery less than 1 per cent and 11 per cent comprising salaries and commissions. Total operating expenses, he said, vary between monthly averages of 28 to 31 per cent. Go over 30 per cent, he adds, and you are on the losing side of the ledger. And with a pained expression he will show you some months in 1931 and 1932 when he did just that thing. But so did a lot of other people.

It's all good advertising, too. When Gordon Hayes opened his new store he not only mailed invitations to all his customers but advertised in the papers heavily, distributors and manufacturers cooperating. It was not merely complimentary advertising—it was merchandise advertising. "Don't tell me what a hot guy I am," Hayes said in effect. "Tell the public what I am selling." He expected about 600 the opening day—1,800 came. He said no one was asked to buy; but he couldn't help people taking away about \$1,000 worth of goods each of the three or four days the new store was open for inspection.

That was an occasion. Today the store has settled down to work. "Business as usual" is the slogan . . . and what a business!



PIN-IT-UP LAMP
An exciting novelty in the lamp business is this model which can be pinned to the wall wherever a decorative light may be needed. (Railley Corp.)

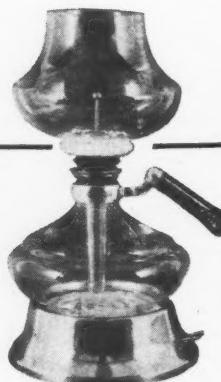


ELECTRIC TOASTER
There have been toasters and toasters but this modernistic design with glass sides allows you to watch the toast as it is prepared. (Birtman).



TABLE LAMP
With Prohibition about all over, this little table or utility lamp should be a fast seller. (Chase Brass & Copper Company)

Make This Christmas **ELECTRICAL** with



COFFEE-MAKER
For the hostess or the housewife this glass coffee-maker will be appreciated. Seven-cup capacity—price \$4.95. (Westinghouse)



EGG SERVICE SET
Most women don't know they can steam eggs at the breakfast table. The price is \$8.50. (Hankscraft)

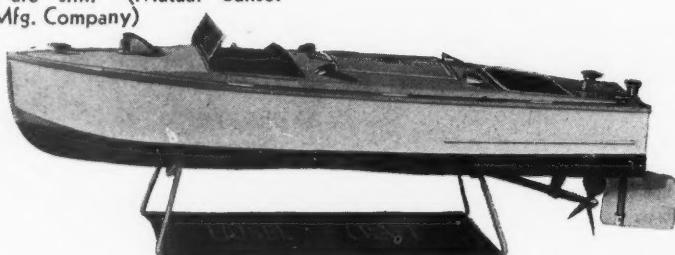


TABLE LAMP

These attractive models come in white, coral and white or green and white. The base is Lenox china and the shades are silk. (Mutual Sunset Lamp Mfg. Company)

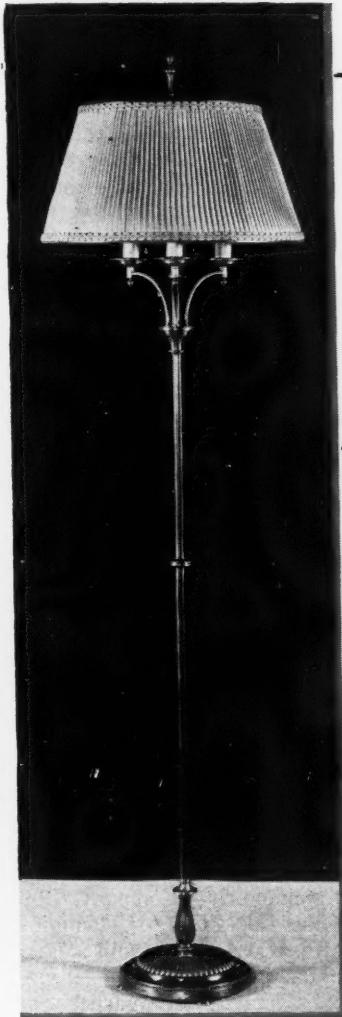


INDIRECT LIGHTING
The bridge-playing family should have one of these indirect lighting fixtures. Perfect evenly-distributed light and no glare on the table. Price \$15.00. (The Miller Company)



TOY MOTOR BOATS
For the marine-minded boy, this toy motor boat will be a delight. (The Lionel Corp.)

MODERN GIFTS



FLOOR LAMP

Floor lamps in the average home are pretty antiquated. Xmas is a good time to remedy the situation. (Lightolier Company)



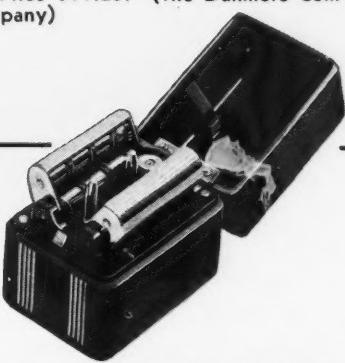
FOOD PREPARER

Kitchen mixers and food preparers will be selling like hot-cakes this Christmas. (P. A. Geier Co.)



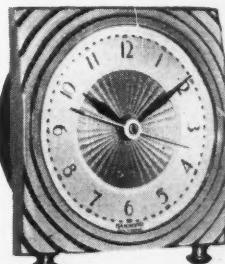
ELECTRIC COCKTAIL SHAKER

Women have it too much their own way when it comes to electrical Xmas gifts. Here's one for the bachelor. Price \$17.25. (The Dunmore Company)



RAZOR-BLADE SHARPENER

Another gift for the man that is a "natural." Just stick the blade in, shut down the lid and the motor starts. It stops automatically. Price \$6.95. (General Electric)



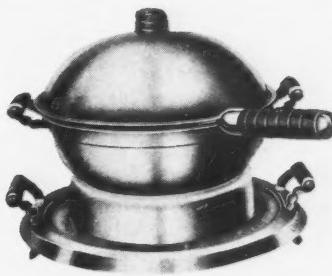
BOUDOIR ALARM CLOCK

Clocks are going to be another big gift this Xmas—they always have been for that matter. This boudoir alarm is priced at \$6.50. (The Hammond Clock Company)



HOSTESS TOASTER TRAY

A hospitality tray, complete with single or double slice toaster, chromium tray, bread-board, knife and six dishes. Price \$19.75 with two-slice toaster. (Waters-Genter Company)

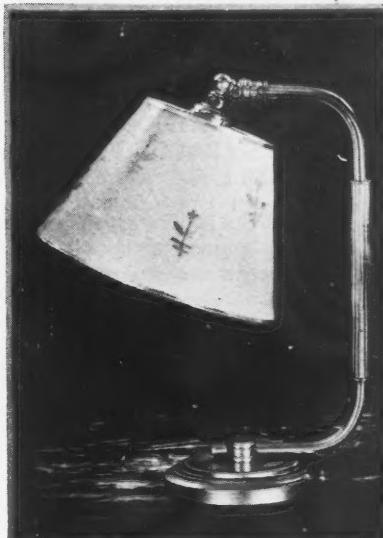


ELECTRIC CHAFING DISH

The electric chafing dish is an entirely new appliance on the market. Price \$14.95. (Manning-Bowman)

TABLE LAMP

Another attractive lamp of modernistic design. This model is of Birmingham bronze or chromium finish, is 12 in. high. (Greist Mfg. Co.)



this month

Central Hudson Dealers Sell 1741 Major Appliances

(Continued from page 27)

and 50 vacuum cleaners.

When this campaign ended, and the results were known, Central Hudson had again proved to itself that each undertaking embodying employee-dealer co-operation has successfully pointed to a wider application of this idea. From selling automatic electric irons and incandescent lamps, employees have become instrumental in putting the most important labor saving and comfort bringing appliances into customers' homes, through developing and reporting prospects for new conveniences to cooperating dealers.

What do the dealers think of this co-operative spirit? One of the leading range dealers in Central Hudson territory expressed the dealers' attitude at the conclusion of this activity. This dealer's letter is quoted in part:

"I want you to know how appreciative I am of the recent employees co-operative sales activity...."

"During the campaign I sold some 80 odd major appliances, the majority of which can be traced directly to the co-operation of your employees."

Aside from the direct sales assistance offered by its employees Central Hudson has observed other gratifying results. While developing prospects, employees themselves have become better acquainted with the proper utilization of equipment and through this understanding create greater customer satisfaction. Complaints are substantially reduced as the employees, in addition to their own regular duties, become more familiar with the construction and performance of various appliances, and with the functions of other departments. They also become more familiar with the customers' demands, tending to bring about better customer relations.

PENN POWER & LIGHT STARTS RANGE COUNCILS

IN ACCORDANCE with an announcement in September by Mr. Merrill C. Morrow, sales manager, Penn. Power & Light Co., headquarters at Allentown, Pa., a series of meetings have been held at most of the Division and District Headquarters over the entire system, inviting the various electrical dealers and merchants to participate in the formation of Cookery Councils.

The result has been the immediate starting of some nine or ten cookery councils in as many different towns,



MERRILL MORROW

Sales manager of Allentown's Penn Power & Light, has been teaching dealers how to sell electric ranges and setting up Cookery Councils. (See Col. 1)

and new impetus given the electric range movement in this interesting territory.

Simultaneously, the Penn. Power & Light Co., has launched an intensive campaign to sell electric ranges, running from October 9 to December 2nd. And dealers everywhere are being invited to participate.

This attractive campaign is built around a "Home-maker's Code" and some of the outstanding features are:

1. Free installation of ranges and water heaters when installed under standard conditions and specifications.
2. An extra bonus to salesmen and employees.
3. Special prices and terms for employees.
4. Three-day sales schools for all salesmen and district representatives.
5. Demonstration meetings in all Districts and Departments, for employees and their families.
6. Study courses for women employees—one night per week for 6 weeks.
7. Meetings and Sales Schools for Dealers,—3-day demonstration schools for dealers' employees and families.

The Lehigh Valley Electrical Ass'n held an outstanding dealer meeting at Allentown, Pa., on the night of Oct. 12, attended by some 145 dealers and merchants throughout that district. This meeting, as well as the other dealer meetings in this system, was presented with the story of electric cookery by Ashton B. Collins, of the Nat'l Elec. Cookery Council.

SEPTEMBER REFRIGERATOR SALES BREAK ANOTHER RECORD

WELL, the Refrigeration Bureau's quota of a million units in 1933 is going for a ride this time. With the figures for September sales in, the nine-months record now stands at the record-breaking mark of 960,569 units for the year. September sales, by the way, were more than double those of September, 1932. Here are the figures:

September, 1931—52,229
1932—34,027
1933—70,189

These sales are for household refrigerators only and are those made in the United States, exclusive of exports.

HOUSEFURNISHING SHOW JANUARY 8 TO 13

FIRST announcement of exhibitors in the four-floor show to be given at the Stevens Hotel in Chicago January 8 to 13 have been made by officers of the National Housefurnishing exhibit.

It is the seventh edition, and among the exhibitors already assigned space are Apex Electric Manufacturing Co., Cleveland, Ohio; Automatic Washer Company, Newton, Iowa; Barton Corporation, West Bend, Wis.; Chicago Electric Manufacturing Company, Chicago; Conover Co., Chicago; Dominion Electric Mfg. Co., Minneapolis; Easy Washing Machine Corporation, Syracuse, N. Y.; Getz Power Washer Co., Morton, Ill.; Gibson Electric Refrigeration Corporation, Greenville, Michigan; Hamilton-Beach Manufacturing Co., Racine, Wis.; Hoover Company, Chicago; Leonard Refrigerator Company, Detroit; Manning Bowman Co., Chicago; National Enameling & Stamping Co., Milwaukee; National Stamping & Electric Works, Chicago; National Wash Board Co., Chicago.

The committee for the 1934 exhibit is composed of the following buyers: C. S. Maginnis, The Fair Store, Chicago; W. A. Ricker, Boston Store, Milwaukee; J. W. Boston, Famous-Barr Co., St. Louis; Charles Hansen, Hahne & Co., Newark, N. J.; J. J. Henry, The J. L. Hudson Company, Detroit; A. J. Becker, B. Altman Co., New York City; J. E. Basson, The Outlet Co., Providence, R. I.; Fred Copperthwaite, H. & S. Pogue Co., Cincinnati; and Charles McCurry, Gimbel Bros., Philadelphia.

DEPARTMENT STORE PROPAGANDA IN JOINT MERCHANDISING COMMITTEE REPORT

*Dr. Dameron Minimizes Part Played
By Specialty and Contractor
Dealer in Appliance Sales . . .
Borsodi and Lincoln Books Also Reviewed*

MERCHANDISING Electrical Appliances. A report of the Electrical Merchandising Joint Committee. Kenneth Dameron, Editor. Published by the Electrical Merchandising Joint Committee, 225 West 34th St., New York, N. Y. Price \$4.00.

Long awaited and long delayed, "Merchandising Electrical Appliances," edited by Dr. Kenneth Dameron, finally makes its appearance. Compiled as a source book of electrical appliance merchandising, it will probably be the book's fate to be damned with faint praise. For certainly electrical appliance manufacturers, distributors and retailers will find little in the volume that is new, particularly older and better established retailers of appliances such as central station companies, contractor-dealers and hardware dealers. Especially may specialty dealers and contractor-dealers feel slighted since their activities are not the subject of separate chapters as are those of central stations, department stores, hardware and house-furnishing stores.

In addition to editing the volume, Dr. Dameron, who has served as Executive Secretary of the Electrical Merchandising Joint Committee, has written fully half the book. His efforts have been supplemented by chapters from men and women in the department store, utility, furniture store and hardware dealer field.

Opportunities Discussed

Dr. Dameron's first chapter entitled, "Market Opportunities in an Electrical Age," drawing liberally upon the studies made by *Electrical Merchandising* and a number of consumer magazines, shows the present state of appliance saturation, potential markets, consumer interest in various appliances, sales by income groups and the reasons consumers buy appliances from various outlets. This chapter also lists and describes the principal appliances for home use.

Chapter two discusses channels of distribution used by appliance manufacturers. Here it is unfortunate that the studies of the Electrical Merchandising Joint Committee have not apparently been based upon data collected from a sufficient number of manufacturers. An attempt is made to rate four channels of

distribution—direct to retailer, wholesaler to retailer, manufacturers' retail branches and manufacturers' wholesale branches—by using 1931 sales figures from only twelve manufacturers of major appliances whose total sales amount to only \$13,000,000. In this connection it might be pointed out that the wholesale value of washers, cleaners, refrigerators and ranges sold in 1931—to take just four of the major appliances—amounted to over \$170,000,000, according to Government figures. Similarly questionable are the conclusions drawn from the figures on washing machine distribution which show the department stores as the largest factors in washer distribution with 22 per cent of all sales, while the mail order house chain stores, lumped in with radio dealers, music houses, manufacturers' branches and miscellaneous types of retailers, are credited with only 12 per cent. Well known is the fact that for the year of 1931, washer sales of the two big mail order chains amounted to 150,000 machines, which alone accounted for over 18 per cent of washing machine sales. The fallacy of utilizing figures on sales direct to retailers without companion figures on sales through wholesalers is again apparent. In analyzing sales of appliances through wholesalers in the same chapter, Dr. Dameron is more fortunate, having had the assistance of *Electrical Wholesaling* and Government figures. This chapter is unfortunately marred by the inclusion of a description of the various kinds of electrical wholesalers, developed from a university thesis, which is not only academic but inaccurate. Noteworthy by its absence in this chapter and the book is any set of figures developed by the Committee to show the relative importance of the various kinds of appliance retailers. It was hardly to be hoped that the Committee, comprised as it is of department store, utility, hardware and furniture men, would call for co-operation from the contractor-dealers association or recognize the importance of the electrical appliance specialty dealers, who account for the largest percentage of electrical appliance sales.

C. E. Greenwood, Commercial Director of the Edison Electric Institute, contributes to the book a very workman-

like chapter on the merchandising of appliances through utilities, reviewing admirably the co-operative merchandising plans of such companies as the Edison Electric Illuminating Company of Boston, the Florida Light & Power Company, the Pacific Gas & Electric Company and the Minnesota Power and Light Company.

The place of the hardware and the furniture stores in the selling of appliances is treated in a chapter by R. J. Atkinson and H. F. Cappel, past presidents, respectively, of the National Retail Hardware Association and the National Retail Furniture Association. Both types of outlets are handled very fairly, if not very fully.

More space is devoted by Dr. Dameron to Committee studies in the field of department stores selling appliances than to any other type of outlet. Perhaps this is wise, since fewer fundamental studies have been made of appliance selling in department stores than in any other major type of appliance outlet. While Dameron may be too optimistic as to the relative position of the department store in appliance merchandising, his conclusions as to the ideal operation of department stores in appliance selling bear study by department store men.

Dr. Dameron's chapter on advertising and selling problems bears more heavily upon advertising problems than upon the fundamental sales problems of the electrical appliance field, but should be of interest, particularly to department store electrical appliance people.

To "Merchandising Electrical Appliances," Miss Harriet C. Brigham of the Oklahoma Gas & Electric Company, contributes a very comprehensive and readable chapter on the home service educational work of the electric light and power companies.

Department Stores Emphasized

The problems of appliance pricing, financing consumer purchases and appliance servicing are treated very sparingly, considering their importance. As in other chapters in the book, undue emphasis is placed upon the department store viewpoint.

John F. Gilchrist of the Commonwealth Edison Co., Preston S. Millar of the Electrical Testing Laboratories, and G. W. Alder of the Good Housekeeping Institute, are responsible for a brief, but worthwhile chapter on the testing of electrical appliances.

The final chapter in "Merchandising Electrical Appliances" is made up of various papers on trade relations in electrical appliance merchandising that such men as D. F. Kelly of The Fair, W. R. Putnam of the Electric Bond & Share Company, Major B. H. Namm of the Namm Store, P. A. O'Connell of the E. T. Slattery Company and Dr. Dameron have presented before conven-

(Continued on next page)

tions and conferences or have been published before.

Beneficial as the compilation in one book of considerable material, much of it of merit and much that has already been published, "Merchandising Electrical Appliances" suffers first, by ignoring or treating superficially many of the vital problems in marketing appliances; second, by its evident department store bias; and third by its failure to draw upon the full resources of organizations which make up the membership of the Committee or whose cooperation could easily have been gained.

Borsodi

New book promotes appliances for self-sustaining homes

FLIGHT from the City. By Ralph Borsodi. The story of a new way to family security. Published by Harper & Brothers, New York, N. Y. Price \$2.50.

After reading his new book, many electrical appliance men are going to arise and pronounce Ralph Borsodi twice, if not thrice, blessed. For one thing, electrical men will find in Borsodi an economist, with a real appreciation of the value of household electrical appliances. But better still, they will find a man with a new formula for home life—a formula which if spread around among families cannot help but result in increased purchases of appliances.

Briefly, this is Borsodi's message as set forth in his absorbing new book, "Flight from the City"; too many families are city slaves, kept tied to the city and its suburbs because of habit and lethargy. They have felt an apparent necessity to be in or near large cities in order to gain a livelihood. Yet their existence in the city is an unhappy and a precarious one. Money doesn't go far enough, constant worry is the rule and the family, because of its dependence upon city life, misses not only the comforts of life but the feeling of security that is essential to a happy life. "So," says Economist Borsodi, "why not flee from the city, just as those Biblical heroes and heroines fled from Sodom and Gomorrah? Why not move out to the country where the family can be partially self-sustaining, on a modest investment?" And lest the reader accuse Mr. Borsodi of talking through his fedora, there follows an account of how the Borsodi family, fed up on the city, moved to the country twelve years ago, how they established an almost unheard of thing—a self-subsistence homestead. This account of the Borsodi family's home experiment is a fascinating one, but one with which the readers of *Electrical Merchandising* are, fortunately, not unacquainted. Mrs. Borsodi, in the pages of this magazine, first told how various household electrical appliances aided in the Borsodi's emancipation, how they aided in "home produc-

tion" which helped make possible a self-sustaining home.

Now, in his book, Ralph Borsodi takes to the general public the result of his family's twelve-year experiment. He tells how his own flight from the city has been a success and why a similar course may prove successful for other families now restive in cities. Paramount in importance to electrical

are overcrowded and their families are not our best prospects for household electric labor-saving appliances. Persuade some of these city families to emigrate to rural and semi-rural areas and they are no longer under the burden of high cost for rent, food and clothing. Hence a larger portion of their income can go toward the purchase of electrical appliances which make for independence from the can-opener, the delicatessen, the commercial laundry, the baker, the dress shop and other industrial-age organizations that take a big gob of the family income. . . . Electrical men would do well to read and pass on to their prospects Borsodi's "Flight from the City."

Lincoln

THE Electric Home. By E. S. Lincoln. Published by the Electric Home Publishing Co., 230 Park Avenue, New York, N. Y. Prices from 25c. to \$3.00, depending upon binding and quantities bought.

Unlike Ralph Borsodi, whose new book is reviewed above, Mr. Lincoln is not an economist but an engineer and a former central station executive. Unlike Mr. Borsodi, Mr. Lincoln has no pronounced distaste for the city. But like Borsodi, Lincoln lives in an electric home and believes other families should live in them. Like Borsodi, he, too, is a propagandist for his ideas and so has written for consumers a book called "The Electric Home." In this new book designed for family consumption, Lincoln not only describes his own electrical home but carries the reader through a typical week in any electrical home. During this book journey, Mr. Lincoln describes practically every electrical appliance for home use, presents the advantages of each, and gives information as to the proper use of these appliances. Profusely illustrated, "The Electric Home" contains no direct advertising but is of course aimed to increase the use of electrical appliances and the greater use of electric service by making its readers want to achieve, through purchases of appliances, a complete electric home.

Not only is Mr. Lincoln's new book an argument for the use of more appliances. It is also an electrical appliance reference book and as such should aid the consumer in solving household electrical problems. Presenting as it does the story of what electric service can mean to the home, the book should also prove a public relations aid not only for central stations but for appliance manufacturers, distributors, dealers and contractors. Because of the completeness of its scope and subject matter, "The Electric Home" suggests its use as a textbook, not only for those engaged in selling appliances, wiring equipment and lighting merchandise but also for libraries, schools and colleges.



ECONOMIST BORSODI

Sees people using more and more appliances to produce for themselves

men is the Borsodi conviction that to achieve family security, electrical appliances for the home are essential. These appliances, to quote Borsodi, ". . . enabled us to eliminate drudgery; they furnished us skills which we did not possess and reduced the costs of home production both in terms of money and in terms of labor. Not only do we use machines to pump our water, to do our laundry, to run our refrigerator—we use them to produce food, to produce clothing, to produce shelter."

Just as the Borsodis, with their electric range, cooker, refrigerator, mixer, sewing machine, water pump, water heater, washing machine, ironing machine, electrically driven home shop equipment and farm equipment, have obtained a more satisfactory home life, at a smaller expenditure of income, so they believe other families can achieve family security. So well did Ralph Borsodi work out his new way of living, that he was recently invited to organize in Dayton a number of self-supporting homes, along the lines of the original Borsodi experiment. In "Flight from the City," Mr. Borsodi gives a progress report on the Dayton undertaking.

To be sure, electricity and electrical appliances are not the sole Borsodi panacea for "big-city-blues," as they affect the family. Other elements naturally enter into the picture. But the electrical appliance industry may well foster the Borsodi principle of the self-sustaining family. Obviously, the cities

Review of NEW Products



One Minute Washer

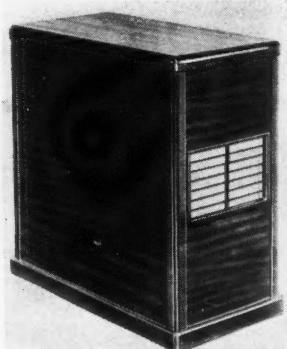
One Minute Washer Co., Room 16,
Bergman Bldg., Newton, Iowa

Model: 270.

Special Features: Oversize porcelain enameled tub, horizontally ribbed sides give double water action; aluminum agitator, new type wings make full half-turn of every revolution; auto-type control outside tub; Synchromesh gear construction; sealed in gear-case; $\frac{1}{4}$ hp. Westinghouse floating power mounted motor; over-size water pump capable of discharging 10 gal. water per min.

Wringer: New self-adjusting wringer; top control bar and upper roll assembled as one unit; every movement of rolls actuated by top control bar which is sole operating lever; pushing bar while rolls are revolving automatically releases pressure, stops rolls; rolls cannot start unless wringer is locked in one of 4 operating positions.

Price: One Minute line ranges from \$49.95 to \$89.50.—*Electrical Merchandising*, November, 1933.



Campbell Humidifiers

Campbell Metal Window Corp.,
100 E. 42nd St., New York City

Device: Humidifies, washes, purifies air. **Description:** Invisible stream of air from fan rotates series of filters which are moistened as they rotate; air stream of fan passes through them and on into room; 3 gal. water thus evaporated into dry air in 23 hrs.; air is constantly being washed at rate of 12,000 cu.ft. per hr. Line includes models for various air conditioning functions from simple humidifying, and humidifying, air circulating, silencing, filtering to a model performing all eight functions of air conditioning.

Prices: Ranging from \$7.50 to \$500.—*Electrical Merchandising*, November, 1933.

New Hammond Clocks

The Hammond Clock Co.,
2915 N. Western Ave., Chicago, Ill.

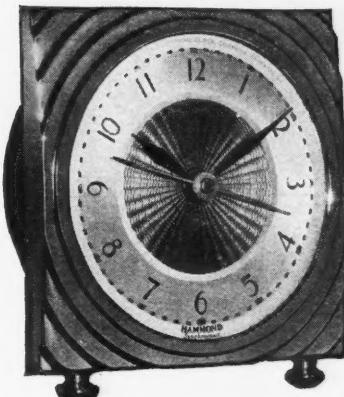
Models: "Gloria" boudoir alarm; "Polo" alarm; Modern wall clock.

Description: "Gloria" synchronous, buzzer type alarm movement; cloisonne finished center dial in rose or green, spun silver dial; chromium feet with rubber tips; $4\frac{1}{2}$ in. high, $3\frac{1}{4}$ in. dia.; weighs 2 lb.

"Polo" chromium case, black enamel trim; $5\frac{1}{2}$ in. high, $4\frac{1}{2}$ in. diam., weighs 2 lb.

Modern wall clock equipped with minute meter-hand which makes one revolution every three minutes—an aid in cooking, checking long distance calls, etc.; $6\frac{1}{2}$ in. dia.; weighs $4\frac{1}{2}$ lb.

Prices: "Gloria" \$6.50; "Polo" \$6.50; Wall clock with minute meter \$9.75.—*Electrical Merchandising*, November, 1933.



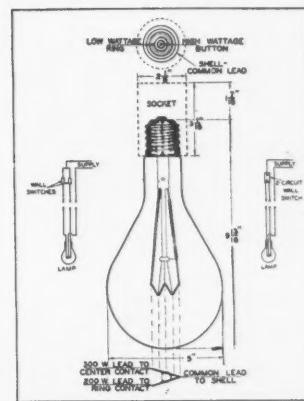
American Bosch Humidifier

United American Bosch Corp.,
Springfield, Mass.

Models: HA-1, HS-1, HM-1, moistens, purifies.

Description: HA-1 connects directly to a convenient water supply; automatic; humidistat control; inoperative when moisture content of room reaches 45° humidity; automatically controls own water supply. HS-1 designed to be independent of water supply; equipped with humidistat; operation automatically controlled by condition of air. HM-1 non-automatic control; may be turned on and off as comfort dictates.

Prices: HS-1, \$98.50; HM-1, \$78.50.—*Electrical Merchandising*, November, 1933.



Mazda 3-Light Lamps

Westinghouse Lamp Co., Bloomfield, N. J.
Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, O.

Device: Twin filament lamp to meet need for greater flexibility of illumination.

Description: 2 sizes: 150-200 watt lamp in a PS-35 bulb consumes 150, 200 or 350 watts; 200-300 watt lamp in a PS-40 bulb consumes 200, 300 or 500 watts; both lamps designed with inside-frost bulb; operate on 110, 115 or 120 volts; constructed with Mogul screw base with 2 bottom contacts—an eyelet smaller in diameter than present Mogul screw base and a ring or washer which surrounds eyelet; contact between eyelet and base shell lights one filament, contact between ring and base shell lights other filament, contact between both eyelet and ring and base shell lights both filaments to give maximum wattage.

Price: 150-200 watt lamps \$1.50; 200-300 watt lamp \$2.40.—*Electrical Merchandising*, November, 1933.



Everhot Kitchen Compakt

The Swartzbaugh Mfg. Co.,
Toledo, O.

Device: Combination hotplate, broiler, oven, for kitchenette, breakfast nook, or small home.

Description: Toasts, broils, bakes, roasts; hinged top on broiler; splasher back; baking drawer equipped with aluminum roasting pan and broiling rack; additional aluminum pan included with equipment; consumes 1650 watts when both burners are on high; range type switch controls—may be used together or separately; left, round burner 550, 275, 140 watts; right, square burner 1100, 600, 275 watts, $20\frac{1}{2}$ in. long, 13 in. deep, $6\frac{1}{2}$ in. to cooking top; weighs, 19 lbs; mottled cream and green enamel finish.

Price: \$21.00. West slightly higher.—*Electrical Merchandising*, November, 1933.

Review of NEW Products



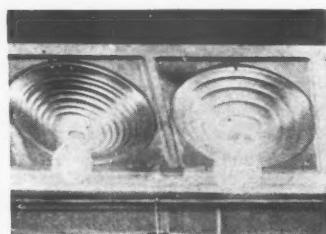
Electricmaid Mixer

Electricmaid, Inc.,
1250 Fullerton Ave., Chicago, Ill.
Description: For mixing, blending, stirring foods, juicing citrus fruits. Modernistic design; compact—14 in. tall, base 6½ in. wide, 11 in. deep, shipping weight 20 lbs; pastel green, aluminum support arm; portable driving unit; ball jointed motor arm; unit can be tipped to draining position; beaters swing to side or center of bowl at touch of finger; 3-speed universal motor; 4 motor shaft bearings; self-locking non-spattering beaters; no extra charge for beverage attachment; stainless steel beaters and beverage attachment.
Special Attachments: Food chopper, slicer and shredder, knife sharpener and polisher buffer.
Price: Complete with 2 mixing bowls, 2 beaters, beverage mixer, \$19.95. Denver and West, \$20.95.—*Electrical Merchandising*, November, 1933.



Universal Toaster

Landers, Frary & Clark,
New Britain, Conn.
Description: 2-slice, turn-over toaster; chromium plated bread racks and ends, black enameled top and base; 625 watts.
Price: \$3.50.—*Electrical Merchandising*, November, 1933.



Hylume Reflector

Solite Sales Co.,
1373 Sixth Ave., N. Y. C.
Device: New "Hylume" universal reflector for show windows and for resale.
Description: Sizes from 6 in. to 25 in. diam.; new principle increases lumen efficiency 25%; non-tarnishable, non-breakable.
Price: 12 in. size, \$2.50.—*Electrical Merchandising*, November, 1933.

Hanksraft Egg Set

The Hanksraft Co., 121 N. Dickinson St., Madison, Wis.

Device: No. 742 De Luxe egg cooker service set.
Description: Set consists of egg cooker of ivory porcelain, silver decorated, 4 matching egg cups, chromium plated service tray; poaching attachment included makes it possible to poach, scramble, shirr or steam fry eggs.
Price: Cooker only, \$5.50; service set complete, \$8.50.—*Electrical Merchandising*, November, 1933.



Lionel Chugger

The Lionel Corp., 15 E. 26th St., New York City

Description: Latest improvement in Lionel trains to make them resemble actual rail systems of the country is a chugger which starts slowly and becomes faster and faster till it sounds like steam exhaust of a "limited" going at high speed; standard equipment on all Lionel steam type locomotives in Standard gauge (except 390E) and in locomotive 260 E of the "O" gauge line. Another feature now included in all trains is the "Distant Control" feature which makes it possible to operate train at a distance from track.—*Electrical Merchandising*, November, 1933.



Mitchell Cord Reel

Mitchell Specialty Co., Holmesburg, Philadelphia, Pa.

Description: "Ironease Reel" clamps to ironing board or table; 6 ft. of cord automatically reels in and out with "Featherweight Tension"; swivel mounting permits free movement in any direction; all chromium or green crystal lacquer finish.
Price: Chromium finish, \$2.75; green lacquer, \$2.25.—*Electrical Merchandising*, November, 1933.



Cord-Less-Matic Iron

Brannon Appliance Corp., Howell, Mich.

Device: Cordless iron.
Description: Cord is attached to base; placing iron upon base automatically switches on current and heats iron; thermostat switches current off when ironing heat is reached; 3-position tilting handle.—*Electrical Merchandising*, November, 1933.



Hamo Slip-Grid

F. L. McCabe, G. S. M., Hamo Co., 1467 Merchandise Mart, Chicago, Ill.

Device: Small metal grid fits under ice cube tray, prevents tray from freezing in; can be made to fit all refrigerators—rubber or metal trays.
Price: 35c. each or 3 for \$1.—*Electrical Merchandising*, November, 1933.

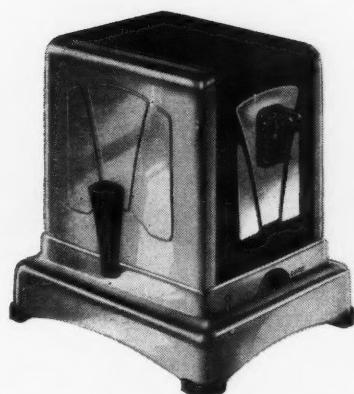


Tempco Cooker

The Hermann Mfg. Co., Lancaster, O. A. C. Templeton, Inc., Davit Stott Bldg., Detroit, Mich., exclusive distributor.

Description: Roasts, broils, bakes, fries; automatic steam vent regulates cooking pressure; 550 watts, 110 volts; oven 10 in. diam., 2½ in. deep; cover 2½ in. high; stove separate from oven; 8 in. height overall; detachable legs, packs compactly for convenient travelling and camp use; capacity, 6 lb. roast; chromium plated.—*Electrical Merchandising*, November, 1933.

Review of NEW Products



Breakfast Club Toaster

*The General Utility Products Co.,
140 S. Dearborn St., Chicago, Ill.*

Device: Oven type, automatic toaster.
Description: Toasts 2 slices both sides at same time; silent; toast is ejected away from heating elements when done; 600 watts; chromium with bakelite finish, modern design.
Price: \$11.50.—*Electrical Merchandising*, November, 1933.



Cameron Cleaner Bag

*The Cameron Vacuum Cleaner Bag Co.,
218 W. Kinzie St., Chicago, Ill.*

Device: New type bag for leading makes of vacuum cleaners.
Description: Instead of permitting dirt picked up by machine to collect at bottom of bag, slowing down operation and clogging machine, Cameron bag raises dirt to top of bag where it falls through trap into a compartment where it is held ready for easy disposal without removing bag from machine.
Price: \$2.—*Electrical Merchandising*, November, 1933.



Universal Percolators

*Landers, Frary & Clark,
New Britain, Conn.*

Models: Puritan No. E 7276, No. E 7279; Pilgrim No. E 7236.
Description: Puritan Model E 7276, 6 cup capacity, 400 watts; E 7279, 9 cup capacity, 420 watts; Pilgrim E 7236, 6 cup capacity, 420 watts; automatic, chromium with black handles.—*Electrical Merchandising*, November, 1933.

Magic Maid Mixer

*The Fitzgerald Mfg. Co.,
Torrington, Conn.*

Device: Improved Model "D" Magic Maid mixer and extractor.
Description: Retains all popular features on previous models, such as dual-disc revolving platform, 3-tilting positions for motor, detachable, separable beaters, adjustable height control. New features: improved, more-powerful motor in new light-weight aluminum housing; new 2-position perfectly balanced black Bakelite handle, constructed to eliminate arm strain; non-tippable base; no radio interference; jade or all ivory finish, opalescent glass bowls to match. Attachments available at slight extra cost coffee roaster, coffee grinder, vegetable or fruit slicer-shredder, meat chopper, polisher and sharpener.
Price: \$19.95; Denver and West, Southwest, \$20.95.—*Electrical Merchandising*, November, 1933.



Chromalox Aquarium Heater

Edwin L. Wiegand Co., 7525 Thomas Blvd., Pittsburgh, Pa.

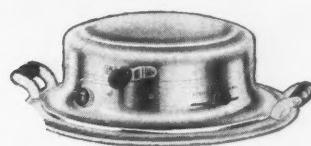
Device: Aquarium heater with built-in thermostat.
Description: Thermostat set at factory at 78° to 80°. Non-adjustable; will not buzz, chatter or cause radio interference; embedded type Chromalox element; cadmium plated metal cover; suitable for any size aquarium up to and including 10 gal. capacity; 75 watts; 115 or 230 volt.
Price: \$7.50; slightly higher West of Rockies.—*Electrical Merchandising*, November, 1933.



Hamilton Beach Cleaner

Hamilton Beach Mfg. Co., Racine, Wis.

Device: New No. 8 cleaner.
Description: Motor-driven brush; cleans by beating-sweeping-suction action; Hamilton Beach ball-bearing motor; definite nozzle adjustment; wider nozzle, 15 $\frac{1}{2}$ in. cleaning area; improved brush adjustment.
Price: \$34.75; attachments \$6.00.—*Electrical Merchandising*, November, 1933.



Universal Waffle Iron

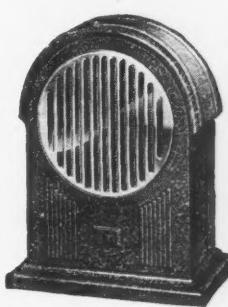
*Landers, Frary & Clark,
New Britain, Conn.*

Description: "Low-Boy" adjustable, automatic waffle iron; signal light glows while grids are preheating—goes out when baking temperature is reached, glows while waffle is baking, goes out when done; chrome plated, black handles and feet; 660 watts, a.c. only.
Price: \$8.95.—*Electrical Merchandising*, November, 1933.

HanksCraft Sterilizer

*The HanksCraft Co., 121 N. Dickinson St.,
Madison, Wis.*

Device: Automatic baby bottle sterilizer.
Description: Sterilizes 6 standard sized baby bottles, nipples and other baby accessories in live steam; automatically shuts off current at end of proper sterilizing period; 110 volt a.c.; ivory and black with aluminum dome.
Price: \$7.50.—*Electrical Merchandising*, November, 1933.



Sunbeam Fan Heater

*Chicago Flexible Shaft Co.,
Roosevelt Rd. & Central Ave.,
Chicago, Ill.*

Device: Fan-forced heater, equipped with special 7 $\frac{1}{2}$ in. fan and special Nichrome element; pulls cold air through back vents, heats it, pushes it out in steady flow; 12 in. high; mahogany crackle finish.
Price: \$7.95.—*Electrical Merchandising*, November, 1933.



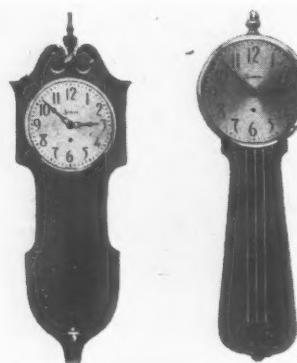
Review of NEW Products



Everhot Casserole-Hotplate

The Swartzbaugh Mfg. Co., Toledo, O.

Device: Combination hotplate and casserole.
Description: Casserole has removable aluminum insert and Pyrex glass cover; may be used for all types of casserole dishes—roasting, baking, etc. Hotplate diam. 6½ in.; 700, 350, 175 watts. Casserole, 500, 250, 120 watts. 19 in. long, 11 in. wide, 6 in. high, weighs 12 lbs.; mottled cream and green enamel finish.
Price: \$19.50. West slightly higher.—*Electrical Merchandising*, November, 1933.



Sessions Clocks

The Sessions Clock Co., Forestville, Conn.

Models: "Joplin" and "Jarrett"
Description: Self-starting, synchronous, 60 cycle, a.c., 110-120 volts; mahogany, hand carved cases; 5 in. dials, raised numerals.
Price: "Joplin" \$11.25; "Jarrett" \$13.85.—*Electrical Merchandising*, November, 1933.



Universal Fan Heater

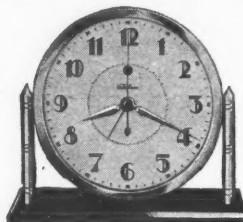
Landers, Frary & Clark
New Britain, Conn.

Models: E 798, E 798 fan-forced heater.
Description: Forces warm air into room at rate of 235 cu.ft. per min.; circular housing eliminates air pockets, the manufacturers claim; 1,320 watts; 100 to 125 volts a.c. only; non-radio interfering motor; 9½ in. high; base 11½ in. wide, 4½ in. deep; weighs 5½ lb. E 798, ivory enamel moire finish; E 798, french green-grey enamel moire, chrome plated guard.—*Electrical Merchandising*, November, 1933.

Telechron Clocks

Warren Telechron Co., Ashland, Mass.
Models: "Signalette" "Minitman" self-starting clocks.

Description: "Signalette" easel model alarm; 4½ in. dial; gold or chrome frame and supports, black plastic base; "Minitman" drum-type dial similar to Minimaster; brown mahogany case with satinwood ornamental front and top panels.
Price: \$9.95 each.—*Electrical Merchandising*, November, 1933.



Universal Cleaner

Landers, Frary & Clark,
New Britain, Conn.

Model: No. 395 motor driven brush cleaner.
Description: New design nozzle, fan case eliminates air pockets and friction, gives extra powerful suction, the manufacturers claim; ball bearing motor and brush; nozzle adjusted to different levels by turn of screw; rear swivel wheel; tilting device permits raising front of cleaner by lowering handle; dust proof bag; chrome plated handle; rubber covered pistol grip; toggle switch control.
Price: \$39.50.—*Electrical Merchandising*, November, 1933.

Empire Trouser Presser

Empire Electric Co.,
817 Main St., Cincinnati, O.

Device: Nickel plated trouser presser with black enamel wood handle; a.c. or d.c.; 110 or 220 volts; no pressure required—simply steady heat applied in right way; no moisture necessary.
Price: \$1.50.—*Electrical Merchandising*, November, 1933.

Humeo, Jr. Humidifier

Puffer Hubbard Mfg. Co., Minneapolis, Minn.

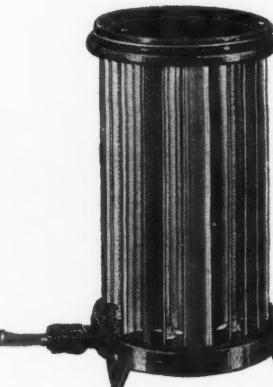
Device: Portable humidifier, suitable for large room or small apartment.
Description: Operates by centrifugal force; water is carried from reservoir to atomizing ring in cloud chamber by centrifugal pump operated by water proof motor; fan on pump takes air in through back of chamber, passes it through water supply and cloud chamber and into room; 26 watts; bronze finish.
Price: \$19.50 complete.—*Electrical Merchandising*, November, 1933.



Hamilton Beach Mixer

Hamilton Beach Mfg. Co., Racine, Wis.
Description: Model B food mixer is now packed and sold without the juice extractor which enables the consumer to select any attachments desired. (Not a new model.)

Price: Model B, without extractor, \$18.75; \$19.75 on Pacific Coast.—*Electrical Merchandising*, November, 1933.



Multiglo Heater

C. T. Electric Co., Inc., Jackson, Mich.
Device: Portable heater, throws heat in all directions.

Description: 6 separate heating elements, each with polished chrome reflector and an opening at bottom of each reflector where cold air enters, rises and is heated, causing circulation of warm air in every direction without use of fans or blowers. 8 in. diam., 15 in. high; flat top surface; handle folds out of way when not in use; porcelain insulators, each heating element protected by 3 rods; safety cut off switch shuts off current when heater is tipped over; 1,200 watts; crackle enamel top and base.—*Electrical Merchandising*, November, 1933.

Heetflo Counter Display

Edwin L. Wiegand Co., 7525 Thomas Blvd., Pittsburgh, Pa.

Description: Counter displays 17½ in. wide by 23½ in. high available for dealers on the Chromalox Heetflo heater, printed in orange, blue and black. The manufacturer suggests that an actual Heetflo should be on the counter in operation with the display card.—*Electrical Merchandising*, November, 1933.

Handyhot Fan Heater

Chicago Electric Mfg. Co.,
2801 S. Halsted St., Chicago, Ill.
Device: Model ZUC-65, motor driven fan heater.

Description: Induction type motor; non-radio interfering; a.c. only; 105 to 115 volts, 50 or 60 cycles 1,100 watts; mahogany brown crackle finish; 12½ in. high, 10 in. wide, 5½ in. deep, 8 in. fan blades.—*Electrical Merchandising*, November, 1933.